

Workshop No. 8

Tourism, Economic Diversification and Economic Diplomacy: Lessons from the Arabian Gulf

Workshop Schedule

Workshop Directors

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Friday, 15 July 2022

9:00-9:15	Introduction
9:15-10:00	Paper One [Hina Siddiqui/Co-author]: Travel Bubbles as an Answer to New Normal and Climate Change: Insights from GCC Countries Discussant 1: Omar Moufakkir Discussant 2: Mohammed Omair Farooq
10s:00- 10:45	Paper Two [Omar Moufakkir]: Shopping tourism and luxury fashion retail brand evaluation Discussant 1: Magdalena Karolak Discussant 2: Hina Siddiqui
10.45-11.15	Coffee break

11:15-12:00	<p>Paper Three [Alaa Kordi Dannawi]: The Tourism Sector In Dubai The Cultural Aspects Implemented In Dubai To Promote The Culture</p> <p>Discussant 1: Magdalena Karolak Discussant 2: Abdelghani Echchabi</p>
12:00-12:45	<p>Paper Four [Abdelghani Echchabi/Co-author]: Determinants of Halal tourism Destination selection: An exploratory study in the UAE</p> <p>Discussant 1: Omar Moufakkir Discussant 2: Alaa Kordi Dannawi</p>
12:45-14:30	<p>Lunch break (lunch is served at 13.00, please make sure to be there on time as it will roughly be a 15/20 minutes walk to King's College)</p>
14:30-15:15	<p>Paper Five [Mahmood Atif/Co-author]: Brand Equity Model For Dubai Top Ranked Hotels: The Role Of Tourist And Employee Relationship within Brand Hotels</p> <p>Discussant 1: Omar Moufakkir Discussant 2: Ashraf Mishrif</p>
15:15-16:00	<p>Paper Six [Ashraf Mishrif/Co-author]: Cruise Tourism and Sustainable Development in the Coastal Cities of Oman</p> <p>Discussant 1: Omar Moufakkir Discussant 2: Mahmood Atif</p>
16.00-16:30	<p>Coffee break</p>
16:30-17:15	<p>Paper Seven [Giulia Daga]: From "Renaissance" to "Renewed Renaissance": identity construction and nation branding in Oman's official discourse</p> <p>Discussant 1: Magdalena Karolak Discussant 2: Kristel Kessler</p>
17:15-18:00	<p>Paper Eight [Kristel Kessler/Co-author]: Oman, An Emerging Tourist Destination focusing on Heritage Tourism</p> <p>Discussant 1: Magdalena Karolak Discussant 2: Giulia Daga</p>

**CLOSING GRM 2022 DINNER JULY 15TH 19:00 (BST) AT KING'S
COLLEGE**

Saturday, 16 July 2022

09:00-09:15	Workshop Summary for Day 1
09:15-10:00	Paper Nine [Vorachai Israsena Pichitkanjanakul]: Economic Diversification in the Arabian Peninsula: Nation Branding and the Role of Religious Tourism Sub-sector in the Kingdom of Saudi Arabia Discussant 1: Magdalena Karolak Discussant 2: Taj Anwar
10:00-10:45	Paper Ten [Taj Anwar/Co-author]: Tourism in Saudi Arabia: Lessons from Dubai and a Big Step Towards Economic Diversification Discussant 1: Omar Moufakkir Discussant 2: Vorachai Israsena Pichitkanjanakul
10.45-11:15	Coffee break
11:15-12:00	Paper Eleven [Annalisa Pavan]: Destination AIUla: Saudi Arabia rediscovers its pre-Islamic heritage and bets on cultural diplomacy Discussant 1: Magdalena Karolak Discussant 2: Ghadah Alharthi
12:00-12:45	Paper Twelve [Ghadah Alharthi/Co-author]: Cultural policies and Tourism in Saudi Arabia: The case of AIUla Discussant 1: Magdalena Karolak Discussant 2: Annalisa Pavan
12:45-14:30	Lunch break (lunch is served at 13.00 at Corpus Christi)
14:30-15:15	Paper Thirteen [Salma Ghulman]: Enhancing Saudi Arabia as a Tourist Destination: An Evaluation of Current and Future Branding Approach Discussant 1: Magdalena Karolak Discussant 2: Salma Ghulman
15:15-16:00	Paper Fourteen [Noela Michael/Co-author]: The image of Saudi Arabia as a tourist destination among Western nationals

Discussant 1: Omar Moufakkir
Discussant 2: Mohammad Osaid Farooq

16:00-16:30 Coffee break

16:30-17:15 **Paper Fifteen**
[Mohammad Osaid Farooq/ Mohammed Omair Farooq]:
FIFA World Cup 2022: Creating a New Cultural National
Identity through Architectural Landscape of Qatar

Discussant 1: Omar Moufakkir
Discussant 2: Ahmed Al Derbas

17:15-18:00 **Paper Sixteen**
[Ahmed Al Derbas]: Sporting Event in GCC, between
promotion and protection

Discussant 1: Omar Moufakkir
Discussant 2: Noela Michael

END OF WORKSHOP