

**INDIA - OMAN COLLABORATION IN TOURISM,
HOSPITALITY, RESORTS & INFOTAINMENT**

VIKSIT CONSULTANCY MANAGEMENT



NOVEMBER 21, 2025

TABLE OF CONTENTS

- 1. Introduction**
- 2. Oman Tourism Statistics**
- 3. India Tourism Statistics**
- 4. Tourism Statistics & Market Insights: India and Oman**
 - 4.1 Market Trends
 - 4.2 Previous India - Oman Collaboration in Tourism, Hospitality & Infotainment
 - 4.3 Future Potential for Deepened Collaboration
- 5. Recommendations**
- 6. Projected Benefits**
- 7. Conclusion**

INDIA - OMAN COLLABORATION IN TOURISM, HOSPITALITY, RESORTS & INFOTAINMENT

1. INTRODUCTION

India and Oman share deep civilisational linkages, centuries of maritime exchange, and a long tradition of cultural coexistence. Today, these historic bonds create a natural foundation for strategic cooperation in tourism, hospitality, resorts, and infotainment sectors that lie at the heart of Oman's Vision 2040. The Sultanate aims to position itself as a premier destination for high - value tourism, immersive cultural experiences, luxury hospitality, sustainable adventure travel, and world class entertainment infrastructure.

India, with its globally competitive hospitality industry, world leading film and infotainment ecosystem, strong capabilities in wellness tourism, event management, destination development, and digital storytelling, is uniquely placed to support Oman's diversification goals. Indian institutions excel in hotel management, tourism skilling, spa and wellness operations, heritage restoration, and the creation of vibrant entertainment ecosystems from cinema and OTT production to theme based experiential tourism.

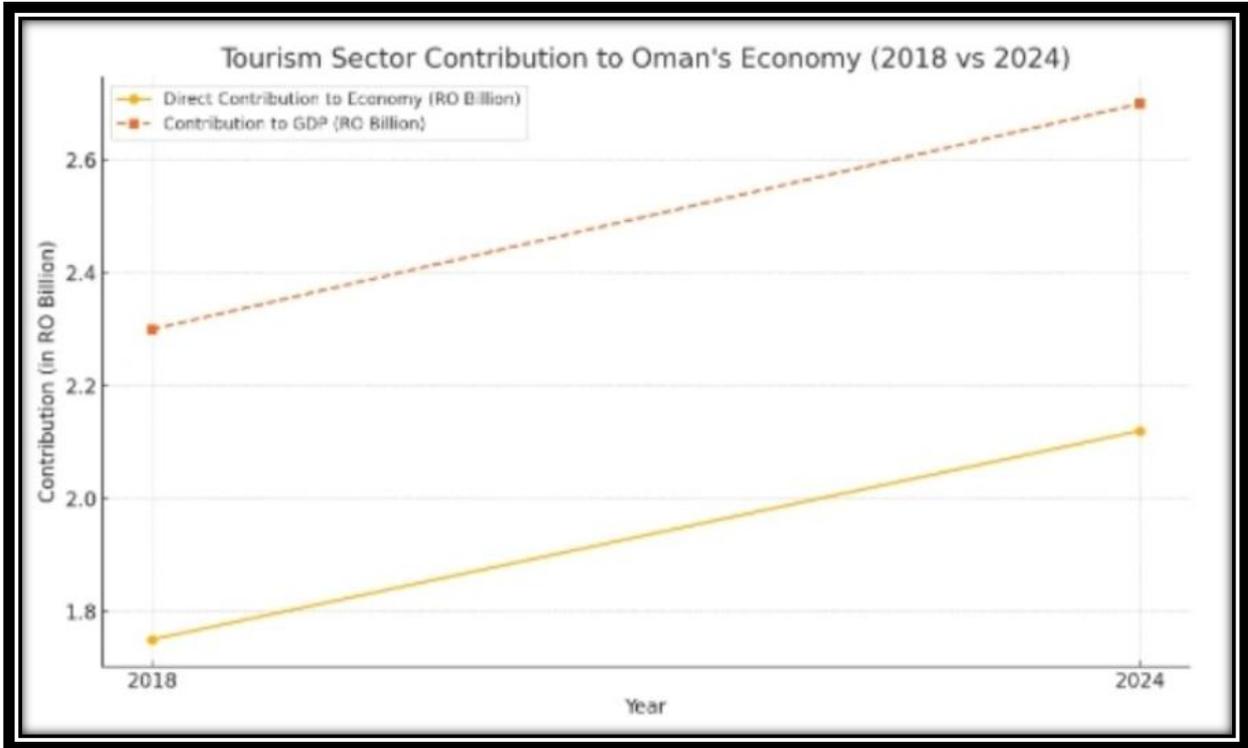
By integrating India's creative and technical strengths with Oman's pristine landscapes, rich heritage assets, rapidly expanding resort sector, and strategic geographic location, both countries can co - develop modern tourism products, smart hospitality infrastructure, culturally immersive experiences, themed entertainment districts, and specialised skill pipelines for the future of Gulf tourism.

This white paper outlines 10 actionable, scalable, and innovation-driven recommendations to deepen India - Oman collaboration across Tourism, Hospitality, Resorts, and Infotainment creating a shared ecosystem that strengthens Oman's diversification goals while opening new avenues for India's services industry, creative sectors, and tourism enterprises.

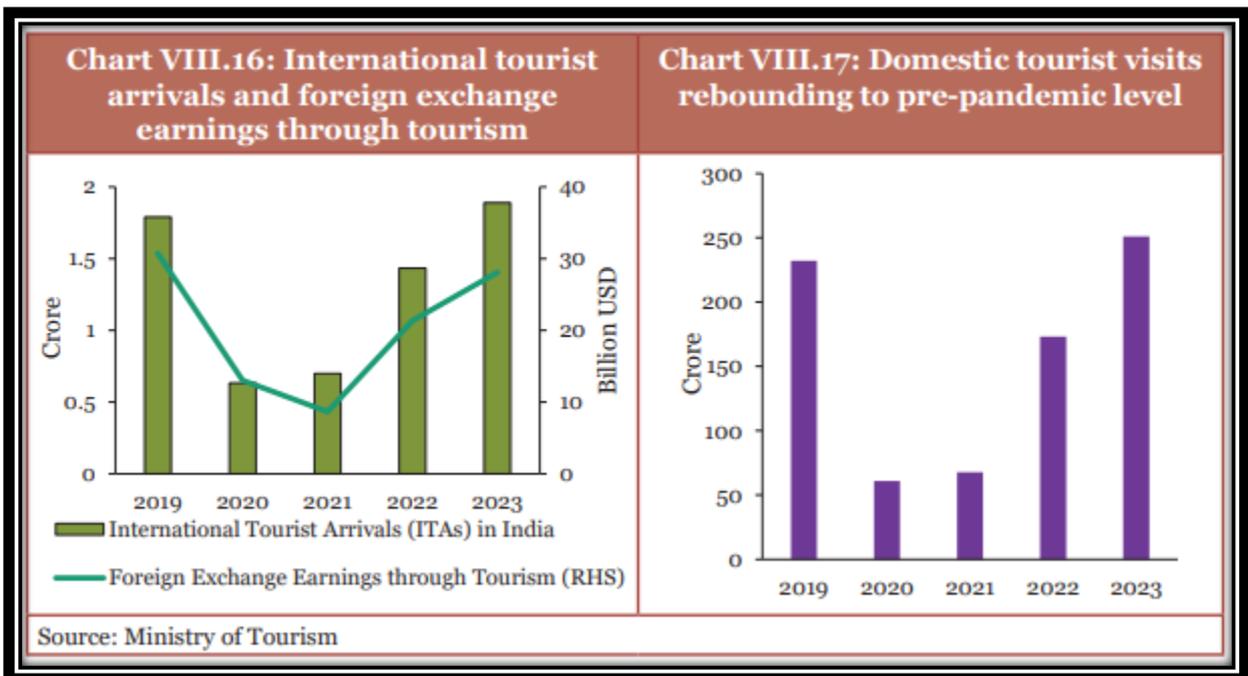
2. OMAN TOURISM STATISTICS

- In the first half of 2025, Oman's hotel revenues rose by 18% and tourist arrivals reached **1.14 million** visitors.

- Oman recorded more than **600,000 Indian tourist arrivals in 2024**, making India one of its top source markets.
- Previously, Oman reported a 12.37% growth in Indian tourist arrivals (data for the year with 357,147 Indian tourists) according to one report.



3. INDIA TOURISM STATISTICS



4. TOURISM STATISTICS & MARKET INSIGHTS: INDIA AND OMAN

Recent government data show that India's tourism sector is experiencing strong growth. In 2023, foreign tourist arrivals (FTAs) in India reached about 95.21 lakh (9.52 million) up from 64.37 lakh in 2022, while tourism's contribution to GDP rose to approximately 5.22% in 2023 - 24. Meanwhile, Oman is emerging rapidly as a tourism destination: in the first half of 2025 its hotel revenues were up 18% and tourist arrivals reached over 1.14 million. Notably, Indian visitors to Oman surged: in 2024 Indian tourist arrivals were over 600,000, representing a 70% rise year on year. Oman has set a target of one million Indian tourists annually. The Sultanate's long-term goal is to attract more than 11 million visitors per year by 2040. These figures underline a significant and growing tourism flow between India and Oman, and a clear opening for enhanced cooperation.

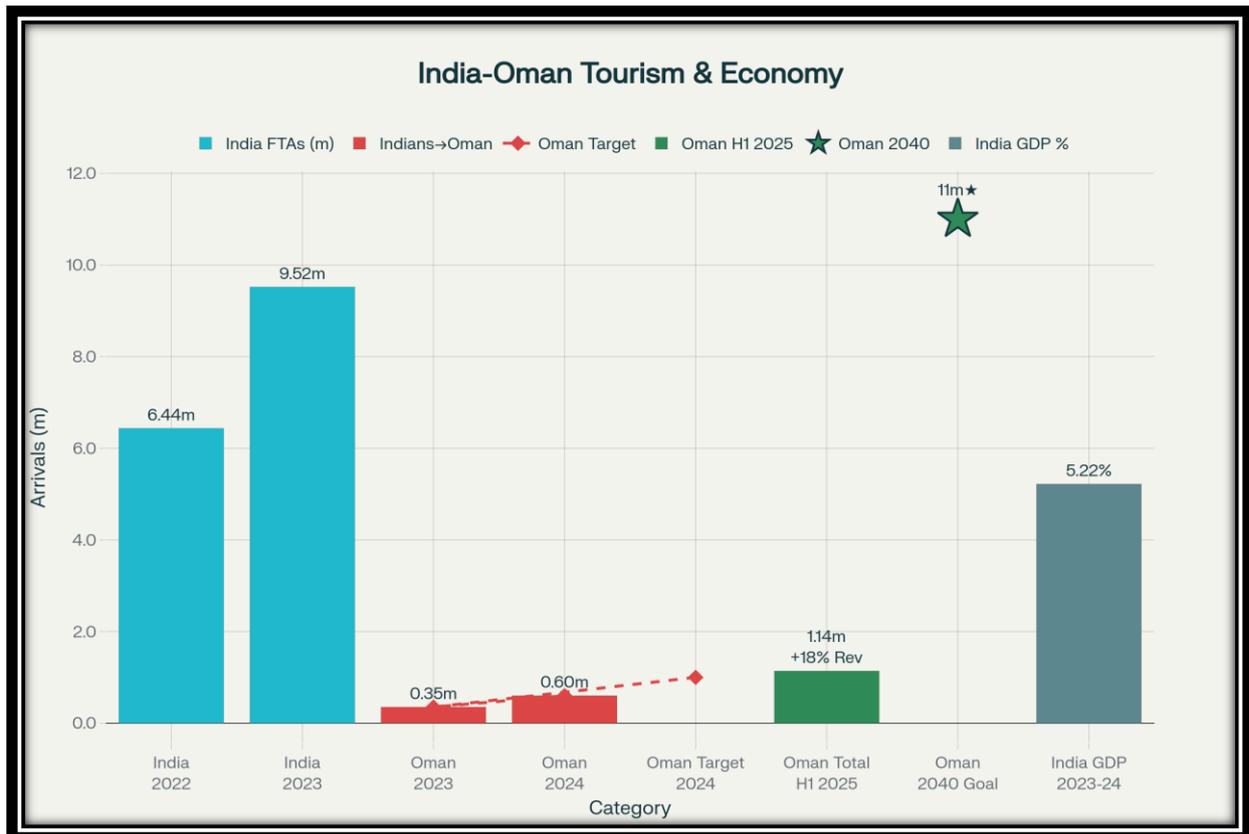
Previous Collaboration: India - Oman in Tourism, Hospitality & Infotainment

India and Oman already have several meaningful tourism and hospitality linkages. Oman has actively pursued the Indian market through road - shows (for example, promotional tours in Jaipur) and leveraged visa facilitation and enhanced air connectivity to draw Indian visitors. India remains one of Oman's top source markets for non GCC tourists. The two countries also share cultural and diaspora linkages Indian expatriates in Oman number in the several hundreds of thousands, contributing to people to people ties and travel flows. On the hospitality & infotainment side, Indian operators and educators have engaged in Middle East ventures, and there is scope for Indian film and entertainment production to link up with Oman's growing desire for creative industries. While not yet fully realised, the foundations exist for India - Oman cooperation in resorts, wellness tourism, and infotainment.

Potential Ahead: Deepening Collaboration and Unlocking Value

Looking ahead, the India - Oman tourism and hospitality partnership holds strong potential. Indian hospitality chains, wellness operators, infotainment studios, and destination management companies can partner with Omani developers to create luxury resorts, wellness retreats, themed entertainments, and cross border travel circuits. For example, Indian film/TV production units could co - produce content in Omani locations, linking infotainment with tourism. Skill development micro campuses in Oman could train youth in hotel operations, digital content creation, wellness therapies leveraging Indian expertise. With Indian travellers

increasingly seeking premium experiences and Oman wanting to position itself as a Gulf - region destination beyond the usual, there is a strategic fit. Moreover, the target of one million Indian tourists annually to Oman can be operationalised through joint marketing campaigns, Indian travel industry partnerships, direct air connectivity, and travel technology integration. This alignment can boost job creation, foreign investment, cultural exchange, and socio - economic diversification for Oman while opening service exports for India.



5. RECOMMENDATIONS

1. India - Oman Luxury Desert & Coastal Tourism Corridor

What It Is

A bi - national experiential tourism corridor integrating Oman’s premium destinations. Muscat’s cultural districts, Salalah’s tropical coastline, Duqm’s desert landscapes, Sur’s maritime heritage, and Jabal Akhdar’s mountains with India’s leading circuits such as Rajasthan, Kerala, Goa, Lakshadweep, and Ladakh.

How It Works

Both countries jointly develop multi - country tourism packages, cross promotional campaigns, and seamless travel itineraries. Airline partnerships enable bundled tickets, while cruise lines offer sea based movement between destinations. Travel influencers and tourism boards co - brand advertisements showcasing “Two Countries, One Experience.”

Impact

This collaboration will expand the regional tourism footprint, enabling India and Oman to position themselves as a unified Arabian Sea tourism zone. It will significantly increase tourist volumes in both countries, improve flight occupancy, extend average tourist stays, and strengthen Oman’s presence as a luxury getaway for Indian travellers.

2. Indo - Oman Hospitality & Resort Development Fund

What It Is

A dedicated bilateral fund to co - invest in high value hospitality infrastructure including eco - resorts, desert retreats, high end beach villas, heritage fort hotels, and wellness lodges.

How It Works

Oman’s Omran Group and sovereign wealth institutions partner with leading Indian hotel brands such as Taj, IHCL, ITC, Club Mahindra, and OYO. The fund provides financial instruments, concessional land leases, and risk sharing mechanisms that encourage joint ventures. India contributes operational experience, resort management skills, and branding capabilities.

Impact

This initiative will fast track tourism infrastructure development in Oman, attract substantial Indian foreign investment, and generate employment in construction, hotel operations, and eco - tourism services. It will also deepen business integration between both countries and incentivise Indian resort brands to expand into the GCC market.

3. Film Oman - India Production & Infotainment Hub

What It Is

A specialised film production ecosystem designed to attract Bollywood, South Indian cinema, OTT platforms, and documentary producers to Oman's unique natural and cultural landscapes.

How It Works

A one window clearance system streamlines permits, shooting rights, location scouting, and coordination. Oman offers tax incentives and logistical support; India contributes production houses, cinematographers, VFX teams, and top tier film professionals. A joint Indo - Omani studio is established in Duqm or Sohar for post production and editing. An annual Oman - India Film and Tourism Festival showcases co produced content.

Impact

This hub will raise Oman's global profile through cinema, stimulating international tourism as fans visit shooting locations. It will help develop Oman's own audiovisual industry, generate employment in creative and technical fields, and create new business avenues for Indo - Omani cultural collaboration.

4. India - Oman Ayurveda, Yoga & Wellness Desert Resorts

What It Is

A network of holistic wellness centres combining Ayurveda, naturopathy, yoga, and meditation with Oman's desert and mountain environments.

How It Works

Indian wellness institutions establish operations within Oman's premium locations such as Jabal Akhdar, Salalah, and Duqm. Services include long duration treatment packages, wellness retreats, sunrise yoga festivals, and medical tourism offerings. Oman provides regulatory facilitation, land support, and residency permits for medical professionals.

Impact

These wellness resorts will attract high spending GCC and international tourists seeking therapeutic and preventive care. Oman gains a niche identity as a wellness destination, while

India strengthens its global leadership in traditional medicine and wellness tourism. The initiative creates a sustainable, non - oil revenue stream for Oman and boosts job creation in allied services.

5. Indo - Oman Cruise Tourism Route

What It Is

A luxury cruise circuit linking Indian and Omani coastal cities to create a new maritime tourism experience in the Arabian Sea.

How It Works

Cruise liners operate multi - day voyages connecting Mumbai, Goa, Kochi, Lakshadweep, Muscat, and Salalah. Onboard entertainment includes cultural performances, Indo - Omani cuisine, thematic shows, and destination exhibitions. Shore excursions in Oman include desert safaris, wadi treks, and heritage tours; in India, cruise guests explore beaches, temples, and spice markets.

Impact

The cruise route will stimulate sea based tourism, expand passenger traffic between the two countries, and enhance Oman's role as a maritime leisure hub. It will also create hospitality jobs, increase port revenues, and diversify both nations' tourism offerings beyond conventional land based travel.

6. Indo - Oman Smart Infotainment Parks

What It Is

Large scale, technology driven entertainment districts offering immersive cultural, educational, and recreational experiences.

How It Works

Indian IT and media firms collaborate with Omani developers to establish AR/VR cultural museums, 4D theatres, children's edutainment hubs, immersive desert VR rides, digital

storytelling zones, and future forward interactive exhibitions. These parks can be located in Muscat, Sohar, and Salalah, designed as year round attractions.

Impact

Smart infotainment parks will stimulate Oman's creative economy, attract regional families, drive weekend tourism, and generate employment in technology, animation, design, and customer service. They will also position Oman as a modern entertainment hub while giving Indian firms a platform to export creative technology.

7. India - Oman Halal Luxury Tourism Program

What It Is

A specialised tourism vertical centered on halal certified accommodations, family friendly luxury resorts, women only wellness retreats, and Islamic heritage experiences.

How It Works

Indian hospitality experts work with Omani developers to design resorts that align with cultural expectations of GCC and Southeast Asian Muslim travellers. Packages include halal dining, private pools, segregated wellness zones, and curated Islamic historical tours.

Impact

This initiative will help Oman capture a large share of the global halal tourism market, offering culturally aligned luxury travel experiences. It strengthens Oman's branding as a high value Muslim friendly destination and enables India to contribute design, management, and operational expertise.

8. Indo - Oman Culinary Tourism & Spice Trails

What It Is

A bi - national culinary tourism network creating new food based experiences, chef collaborations, and cultural fusion events.

How It Works

Annual Indo - Omani food festivals are hosted across Muscat, Mumbai, Delhi, and Salalah. Celebrity chef exchange programs introduce Indo - Omani fusion menus in luxury hotels. Coastal seafood trails, spice route expeditions, and mountain food circuits are jointly developed. A Muscat based Indo - Oman Culinary Academy trains chefs in both cuisines.

Impact

Culinary tourism will attract high value travellers, strengthen hospitality diversification, and enhance cultural diplomacy through food. It will expand restaurant innovation in Oman and integrate Indian culinary expertise into Omani tourism experiences.

9. Indo - Oman Resort Management Academy (Muscat + Pune)

What It Is

A joint educational institution focused on training professionals in hotel operations, resort management, culinary arts, entertainment management, and cruise hospitality.

How It Works

Indian IHMs collaborate with Omani higher education institutes to offer diplomas, exchange programs, internships, and skill certification modules. Students work in Omani resorts and receive placements in India's hospitality industry.

Impact

This academy will develop a highly skilled hospitality workforce, reduce Oman's reliance on expatriate labour, and provide Indian students access to international job markets. It strengthens the professional backbone of tourism growth in both countries.

10. Indo - Oman AR/VR "Ancient Maritime Route" Experience

What It Is

A travelling digital attraction that recreates 3,000 years of maritime trade, cultural exchange, and historical ties between Oman and India.

How It Works

Airports, museums, and resorts install immersive VR exhibits, dhow journey simulations, spice route animations, and AI driven storytelling kiosks. Travelling exhibitions visit schools, malls, and cultural events throughout both countries.

Impact

This initiative enhances cultural education, strengthens historical awareness, and adds a unique experiential product to Oman's tourism brand. It also deepens cultural ties and expands infotainment offerings.

11. India - Oman Desert Adventure Sports Circuit

What It Is

A dedicated year round adventure sports ecosystem featuring desert marathons, sandboarding championships, dune rally races, rock climbing expeditions, and high altitude endurance events.

How It Works

Indian sports management companies collaborate with Oman's sports tourism agencies to host professional adventure events. Branding partnerships with Indian fitness and travel influencers generate global visibility.

Impact

Adventure tourism will attract younger travellers, position Oman as the Middle East's adventure hub, and create a vibrant sporting calendar that brings international participants annually.

12. India - Oman Wedding Tourism Destination Program

What It Is

A strategy to position Oman as a premium destination for Indian weddings, similar to Dubai, Abu Dhabi, and Thailand.

How It Works

Indian wedding planners, Bollywood decorators, event managers, and designers collaborate with Omani resorts to create integrated wedding packages. Oman provides customs relaxations for temporary import of jewellery, clothing, and décor.

Impact

Wedding tourism generates massive revenue across hospitality, events, aviation, F&B, décor, and transport sectors. It would position Oman as a stunning alternative to Udaipur, Jaipur, and Goa for Indian luxury weddings.

13. Indo - Oman Digital Nomad & Remote Work Tourism Visa

What It Is

A special visa program allowing Indian remote workers, freelancers, and startup founders to live and work in Oman for 3 - 12 months.

How It Works

Digital nomad villages are developed in Salalah, Jabal Akhdar, and Sur featuring co - working hubs, co - living spaces, and high - speed digital infrastructure. Indian IT talent and creative professionals are targeted specifically.

Impact

This boosts long stay tourism, supports local businesses, builds digital communities, and diversifies Oman's service economy. India benefits by providing global mobility options for its remote professionals.

14. Heritage Fort & Coastal Village Boutique Hotels

What It Is

A conservation driven tourism model where Omani forts, abandoned villages, and coastal settlements are transformed into boutique heritage hotels operated by Indian heritage hospitality brands.

How It Works

Indian groups with experience in heritage restoration (e.g., Neemrana, Taj SeleQtions) partner with Oman’s Ministry of Heritage and Tourism. Adaptive reuse principles are applied to preserve architecture while adding world class amenities.

Impact

This revitalises heritage sites, enhances Oman’s cultural tourism identity, and creates sustainable tourism models that benefit local communities. It also fosters heritage preservation with economic returns.

15. India - Oman Gaming & Animation Co - Creation Lab

What It Is

A cutting - edge digital studio for co - developing games, VR entertainment, educational content, and animated films.

How It Works

Indian animation studios collaborate with Omani youth and content creators. Joint training programs develop high - kill talent. C - produced VR games and infotainment content highlight shared history, folklore, and modern themes.

Impact

This positions Oman as an emerging hub for digital entertainment in the Gulf, supports job creation in creative industries, and strengthens cross cultural soft power.

6. PROJECTED BENEFITS

Advantages for Oman

India - Oman collaboration provides Oman with a powerful pathway to accelerate its Vision 2040 goals by diversifying the economy beyond oil, expanding high value service sectors, and enhancing global tourism competitiveness. India brings decades of experience in hospitality operations, destination management, Ayurveda and wellness systems, film production, culinary

diversity, digital entertainment, and large scale event management capabilities that directly support Oman's ambition to develop world class tourism ecosystems.

Oman gains access to India's enormous outbound tourism market, one of the fastest growing in the world, with over 30 million Indians travelling internationally each year. Even a small fraction of this market shifting toward Oman can dramatically increase footfall, hotel occupancy, air connectivity, and non - oil revenue. Through joint investments in resorts, wellness retreats, cruise tourism, desert adventure parks, and infotainment hubs, Oman can create new employment opportunities for local youth in hospitality, management, animation, digital content, culinary arts, and technical tourism services.

Collaboration with India also strengthens Oman's cultural positioning, as both countries share deep maritime and civilisational ties. By co - developing film and infotainment infrastructure, Oman can attract global productions, boost destination branding, and expand its creative economy. The partnership enhances Oman's attractiveness as a hub for luxury tourism, halal tourism, desert wellness retreats, and heritage based boutique hospitality giving the Sultanate a differentiated identity in an otherwise competitive GCC tourism market.

Overall, Oman benefits from economic diversification, job creation, international visibility, enhanced cultural offerings, and long term strengthening of its service economy and creative industries.

Advantages for India

For India, the collaboration opens a strategic gateway to expand its global footprint in tourism, hospitality, entertainment, and wellness areas where India has strong capabilities but is seeking greater international integration. Oman offers a stable, investor friendly environment where Indian hotel chains, wellness brands, film producers, tourism companies, and tech firms can expand operations with reduced risk and high return. This provides Indian firms unprecedented access to the GCC tourism market in a way that bypasses the high costs of UAE and Qatar.

India also gains a platform to showcase its soft power Ayurveda, yoga, cinema, cuisine, culture, and hospitality to a global audience through Oman's tourist inflows. Co branded film studios, wellness desert resorts, infotainment parks, and culinary festivals allow India to export its cultural strengths while deepening economic ties with the Middle East.

Furthermore, India benefits economically through increased outbound travel to Oman, higher demand for Indian hospitality professionals, and new markets for Indian creative talent, tour

operators, wellness practitioners, chefs, animators, and event managers. Joint ventures with Omani investors open new revenue streams for Indian hotel chains, production houses, and tourism innovators. Cruise tourism and multi destination holiday circuits also expand India's attractiveness as part of a regional tourism network.

Strategically, deeper collaboration with Oman reinforces India's regional influence in the Gulf while strengthening people to people ties, maritime connectivity, and long term cultural diplomacy. It aligns with India's priorities in international cooperation, skill development, service exports, and global economic partnerships.

5. CONCLUSION

The India - Oman partnership in tourism, hospitality, resorts, and infotainment represents a forward looking collaboration that blends historical ties with modern economic ambition. Oman's strategic vision to diversify its economy, expand its cultural landscape, and build world class tourism infrastructure aligns naturally with India's strengths in hospitality management, wellness systems, film production, culinary excellence, and creative industries. By jointly developing integrated tourism corridors, co-branded resorts, infotainment parks, wellness destinations, film hubs, and adventure sports circuits, both nations can unlock new pathways for economic growth, investment, and cultural exchange.

For Oman, this collaboration accelerates its transition into a high value tourism and entertainment hub, generates new jobs for its youth, enhances its global brand identity, and establishes a vibrant non - oil economic base. For India, it expands its service exports, strengthens its presence in the Gulf, opens fresh markets for its hospitality and creative sectors, and reinforces its soft power leadership. Together, India and Oman can create a dynamic, innovation driven tourism ecosystem that elevates their shared heritage while shaping new opportunities for future generations. This partnership not only deepens bilateral relations but also positions both countries as influential players in the broader regional tourism landscape.

India and Oman stand at the threshold of a new economic partnership shaped by **tourism, hospitality, and the rising creative economy**. By blending India's expertise with Oman's strategic vision, both nations can create a high value ecosystem around **tourism, resorts, and infotainment** while elevating the **gems & jewellery trade** into a global success story.