

Workshop No. 2

Sustainable and Regenerative Tourism Strategies in the Gulf after COVID-19

Workshop Schedule

Workshop Directors

Pralok Gupta
Centre for WTO Studies, Indian Institute of Foreign Trade, New Delhi
India

Paolo Mura
College of Communication and Media Sciences at Zayed University, Abu Dhabi
UAE

First Workshop Day - Wednesday, 23 July 2025

08:15 - 08:30 – Welcome coffee and tea

08:30 - 09:00– Introduction of Workshop and Participants

09:00 – 09:45 – Cristina Greco, Zayed University Abu Dhabi, UAE

Exploring Sustainable and Regenerative Tourism: A Socio-Semiotic Analysis of Perceptions, Practices, and Values in the Arabian Gulf Through Comics-Based Research

Discussant: Paolo Mura

09:45 - 10:30 – Shagufta Naaz and Talha Akbar Kamal, Centre for WTO Studies, IIFT New Delhi

Tourism Strategies in GCC: Role of WTO and Free Trade Agreements

Discussant: Somesh Kumar Mathur

10.30 - 10.45 – Coffee break

10:45 - 11:30 – Sedat Yuksel, University of Technology and Applied Sciences, CEBA, Sultanate of Oman

A Necessity or Choice? The Opportunity Costs of Luxury Tourism in Gulf Destinations

Discussant: Ashraf Mishrif

11:30 - 12:15 – Pralok Gupta, Centre for WTO Studies, IIFT New Delhi, India

Does Tourism Inflows affect Merchandise Trade? A Case Study of UAE

Discussant: Vani Aggarwal

12:15 - 13:00 – Ahmed Rashad, Anwar Gargash Diplomatic Academy, Abu Dhabi, UAE

The Power of Big Data in Forecasting the Tourism Demand in Dubai after Covid

Discussant: Rakesh Belwal

13:30 - 15:00 – Lunch break (lunch is served at 13.45, please make sure to be on time as it is roughly a 15 minutes' walk to King's College from the workshop venue)

15:15 - 16:00 – Paolo Mura, College of Communication and Media Sciences at Zayed University, Abu Dhabi, UAE

Heritage tourism and sustainability in the UAE – A study on young Emiratis' perceptions of tangible and intangible heritage attractions

Discussant: Cristina Greco

16:00 - 16:15 – Coffee break

16:15 - 17:00 – Arundhati Sinha Roy, Anwesha Aditya and Siddhartha Chattopadhyay, Indian Institute of Technology Kharagpur, India

From Oil Wells to Tourist Havens: Reshaping Gulf Economies

Discussant: Pralok Gupta

17:00 - 17:45 – Vorachai Israsena Pichitkanjanakul, Qatar University, Doha, Qatar and Ghoson Abdulaziz Al-Obaidly, University of Doha for Science & Technology, Qatar

Nation Branding and Tourism Strategies in Saudi Arabia: Navigating the Coexistence of Religious and Leisure Tourism for Sustainable Economic Diversification

Discussant: Noha Essam Khamis

End of First Workshop Day

Evening Free

Second Workshop Day - Thursday, 24 July 2025

08:15 – 08:30 – Welcome coffee and tea

08:30 - 09:15 – Ashraf Mishrif, Sultan Qaboos University, Oman

How sustainable is the Cruise tourism industry in the GCC in Post-Pandemic? An empirical Evidence from Oman

Discussant: Sahl Waheeb

09:15 - 10:00 – Noha Essam Khamis, College of Architecture & Design, Effat University, Jeddah, Saudi Arabia

Investigating Resilience Strategies of Eco-Retailing to Achieving Sustainable Preservation of Cultural Urban Heritage in Gulf Cities

Discussant: Sedat Yuksel

10:00 - 10:45 – Vaishali Gupta, Bennett University, Greater Noida, India

Leveraging Artificial Intelligence and Machine Learning to Transform India-Gulf Tourism Post-COVID

Discussant: Paolo Mura

11.00 - 11.15 – Coffee break

11:15 - 12:00 – Vani Aggarwal, SOIL School of Business Design, SOIL Institute of Management, India and Nidhi Karwasra, Amity School of Economics, Amity University Haryana, India

Digitalisation and Its Influence on Tourism in Gulf Countries: A Data-Driven Analysis

Discussant: Shagufta Naaz

12:00 - 12:45 – Rakesh Belwal, Sohar University, Sohar, Sultanate of Oman and Shweta Belwal, Plymouth Business School, University of Plymouth

Marketing tourism in naturally-endowed developing economies in the GCC- A multi-stakeholder analysis

Discussant: Arundhati Sinha Roy

12:45 - 14:15 – Lunch break (lunch is served from 13:00 till 14:00 at the workshop venue)

14:30 - 15:15 – Sandeep Kaur, Central University of Punjab, Bathinda, India and Mankirat Singh, Guru Nanak Dev University, Amritsar, India

Unlocking the Potential of Sustainable Employment for Indian Diaspora in the Gulf's Tourism Sector: Evidence from Punjab and Kerala

Discussant: Ahmed Rashad

15:15 - 16:00 – Sahl Waheeb, Umm AlQura University, Saudi Arabia

Historical Jeddah Buildings Economic and Social Sustainability (Case study Serafi and Al-Jokhdar House Historic Jeddah)

Discussant: Paolo Mura

16:00 - 16:15 – Coffee break (coffee and tea will be available from 15:45 till 16:45 and can be taken into the room)

16:15 - 17:00 – Archana Srivastava, BITS Pilani, Hyderabad Campus, India, Somesh Kumar Mathur, IIT Kanpur, Kanpur, India, and Prabir De, RIS, New Delhi

An Ex Ante Evaluation of Output Oriented Technological Progress in Tourism Sector on Carbon Emissions in MENA Nations with Special Focus on India and GCC Countries: Use of Global Economy Model

Discussant: Pralok Gupta

17:00 - 17:30 – Next Steps and Submission of Online Evaluation Forms

End of Second and Final Workshop Day

19:00 Farewell Dinner at King's College