



SOCIAL MEDIA CAMPAIGN TO ATTRACT TALENT TO TRAVEL & TOURISM

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A great message of appreciation to:

Omran Group and The Ministry of Education for providing such a great opportunity.



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Ms. Ameera: Career counsellor and a supervisor of the project.
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The Global Travel and Tourism Partner and its respected sponsors:



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1. Introduction

1.1 Beginning of the Journey

Prior to this competition, neither of us has ever worked with someone outside of our school. Therefore, when the idea was first presented to us both of us felt weird, but excited nonetheless, after all inevitably we will have to work with people we do not know whether that is in university or actual jobs in the workforce. One of the main problems we faced was communication, due to us being from different regions of Muscat and not being of the same gender it was hard for us to consistently communicate with each other. In the beginning of the work, we would communicate through dividing the work in between us just sharing the work to each other for any added insight, after weeks of this we finally established a strong sense of communication, and that is where the bulk of our work started. During this time, we came up with all aspects of our methodology, from contacting Visit Oman to preparing the question. We started with contacting multiple other smaller scale companies to get the insight of a company that was not heavily established in the industry, after multiple fruitless endeavors we found out about Visit Oman and immediately we recognized that this company is the missing piece we have been looking for. In Oman's case, the tourism industry is a big component of the economy here, which helped further our connection with the research, because if the two of us could find ways for this industry to fully realize and utilize the significance of social media in our contemporary world. As aforementioned the travel and tourism industry contribute to a major part of the economy and the expanding of its size by adding talent only serves to push Oman further into the realm of success.

Visit Oman

Visit Oman is the digitally native travel booking gateway of the Sultanate of Oman, accredited by the International Air Transport Association (IATA). We seamlessly connect tourists and travel trade partners from all around the world with trusted local tourism providers in Oman. This makes it easier for travel agents and tourists to uncover exceptional Omani experiences, while empowering local businesses and SMEs to share their unique offerings on a global stage.

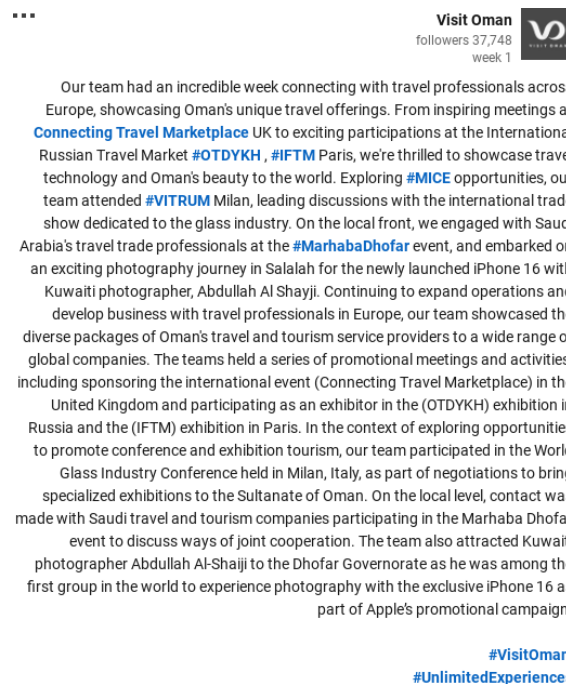


1:0 a screenshot from Visit Oman's website

2. The Background Information

The focus of this research was ways that social media could be used to attract media using social media, so before we start anything we had to familiarize ourselves with the overall meaning of the “travel and tourism industry”. Speaking generally, we understood the meaning of these terms, but we decided to delve deeper to really get the full picture. Our initial research led us to multiple definitions; since each person defined, the industry based on his/her experience in it. Therefore, both of us decided to agree on a simple, short, and concise definition that could be used to give people the general overview we were looking for. All this worked lead to us creating the following definition: “While travel refers to the act of moving from one place to another, tourism involves travelling for leisure or business and staying at this destination for a period of time”. After coming to this conclusion, we felt good, because it really encompasses the whole industry in a simple definition. Following this we decided to narrow down the main challenges the talent and tourism industry faces, after deliberation we narrowed it down to five main choices: Labor shortages, job vacancies, economic inflation, employee conditions, and corporate culture. Firstly, the shortages, the lack of workers in this industry reduces the service quality each customer gets, it also increases wait times especially in peak travel periods, which ultimately effects the overall customer satisfaction. Secondly job vacancies this specific problem is the most related one to this specific research due to its main causes being the difficulty of attracting leading to each role being more demanding than they need to be, which makes it exponentially harder for businesses to maintain smooth operations. Thirdly we highlighted the problem of economic inflation, which focuses on how the higher costs of goods and services makes it more expensive for tourists, and with business facing the problem of the rise in the cost of their operational expenses, in turn leading them to raise the price of their goods and services to try and squeeze out profits. Fourthly, we discovered that employee conditions are one of the main reasons, which lead to people leaving the industry. Some of these conditions include the excruciating long hours and relatively low pay which leads to these turnover rates, which directly influences the quality of the customer service. Finally, the last problem we found interesting was the corporate culture in the travel and tourism industry. This overall negative environment is caused by the stress workers may face during these long hours and having to deal with customers all day long, and this negative culture eventually leads to those high

Turnover rates we were talking about. Therefore, this sums all the problems we found interesting in the industry and we would like to focus on.



2:0 Part of the experience that Visit Oman offers' its employees

3. Research Methodology

While the wide web served as a great source for all the information we could need, we felt that the use of a primary source would only serve to add that sense of realism to our research. As it is mentioned in the introduction, Visit Oman was not the first choice; we contacted a plethora of other companies before it. We waited and waited for any response from any of the companies, we got nothing, feeling down at that fact we tried to find any more companies that are more open about talking to two school students who were just curious about the inner workings of a company, and that is where we found Visit Oman. After establishing the connection, we informed them about the questions we would ask them. (These questions will be later discussed in this report) when writing our questions we mainly focused on those five main issues we found out about.

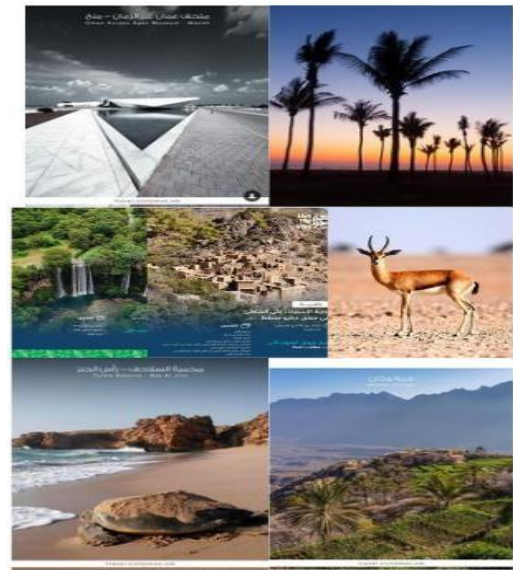
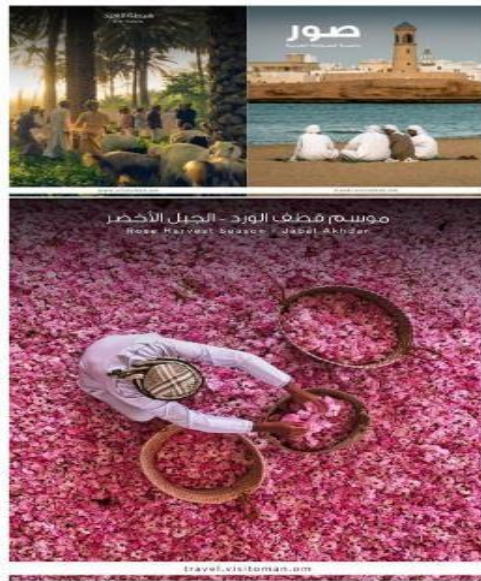
4. Case Study

4.1 Why Visit Oman?

Not only was Visit Oman the only company who looked favorably to satisfy the curiousness of two young researchers, but it is one of the main companies spearheading the industry in terms of global connections, with them serving as a medium of connection between local tourism providers and global customers. However, why are we introducing them to you, how about we let them talk about themselves through their own website? Their “about us” section says the following: “Visit Oman is the recognized digital travel booking platform for the Sultanate of Oman. It connects tourists and travel partners globally with local tourism providers, simplifying the discovery of Omani experiences and empowering local businesses to share their offerings worldwide”. Reading this made us realize that we found our case study, due to them encompassing all the values we were looking for, with them being a relatively new company which could mean that people still feel like they cannot trust them yet, also their eagerness to spread tourism all around the country means that they are always working hard which also aligns with the problems we wanted to highlight in our research. Therefore, after all of this we decided to create the question, we would like to ask them.

5. Question & Research Findings

So, we settled on creating five questions that we would like to ask Visit Oman, with each question focusing on a different aspect of our research. We worked through a couple of versions of questions until landing on this final line up of questions. We started our question by saying: How do you leverage social media platforms to attract skilled talent to your tourism business? Their response being that they try to create engaging posts and targeted ads showcasing company culture, growth opportunities, and employee testimonials to attract skilled talent to our tourism business. Which tackles all the problems we talked about. Second question we asked them was: in what ways has the perception of careers in the tourism industry on social media influenced your recruitment efforts? Their answer talk about how they try to highlight the tourism industry's benefits, such as travel opportunities, diverse roles, and work-life balance, to positively impact recruitment through social media, all of these positives excite talents into being in this industry. Third question we had in mind was what social media strategies have you implemented to make your company more appealing to potential employees. They responded by highlighting the importance of implementing visually appealing job postings, live Q&A sessions, behind-the-scenes content, and influencer collaborations to showcase the company as an attractive employer. Their use of influencers is a sign of them realizing that many people realize that this is the world we now live in, where people glorify influencers and use their opinions to fuel their own. Our final two questions try to realize how this company tackles the atrocious turnover rates, with that said our fourth question was how do you use social media to address and reduce high turnover rates within the tourism industry. They responded by saying that they use social media to highlight career growth opportunities, support systems, and work-life balance efforts. Engagewith employees to create a sense of belonging to directly address concerns, and they help reduce the high turnover rates by fostering stronger connections with their workforce. Therefore, by their answer we can deduce that they value the connection between them and their workforce and potential workforce as well. The final question was can you share examples of how your training and development programs are promoted through social media to retain talent in your organization? They responded that they use social media to clearly communicate the variety of training and development programs. Additionally, they try to highlight how these programs to address the challenges employees' face, to create a sense of inclusion and belonging to help them retain talent in the organization.



5:0 Pictures' lives in different environments

6. Recommendations

6.1 How could the company's strategy be improved?

After analyzing the answers, we tried to input our own new ideas on how they can improve themselves based on our findings. So this is the recommendations we

Use surveys ask what employees find most important in jobs like these and help offering them Promote additional bonuses such as:

1. Employment opportunities at the subsidiaries of the businesses.
2. Healthcare and insurance.

Present positive customer reviews to show what the company the business can gains more knowledge and skills by benefiting from global experiences collaborating with the localwork force.

6.2 Benefits and Challenges

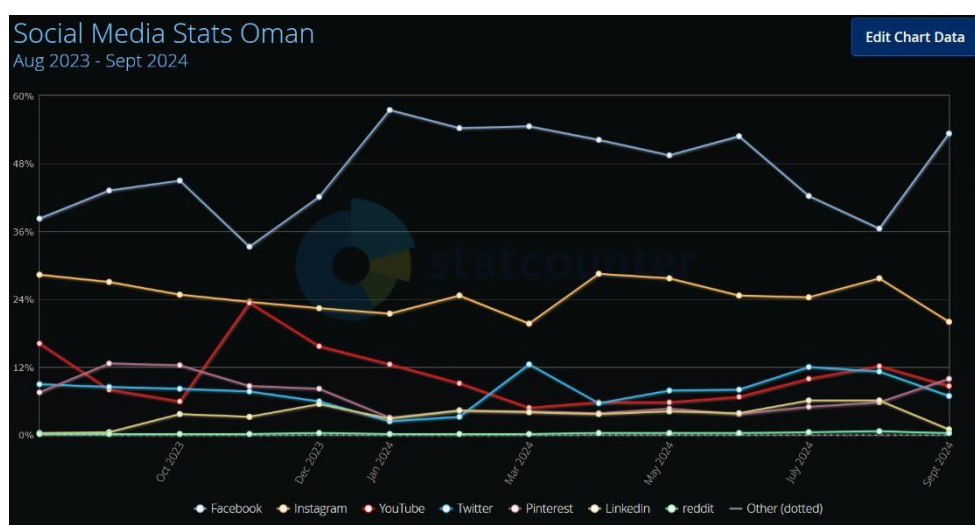
As is with everything in life there are obviously benefits and drawbacks to each of our proposed recommendation methods, so let us discuss them:

Our first recommendation was to implement the use of surveys; it is always beneficial to hear from the people who you supervise.

Secondly, we recommended the offering of extra benefits that will attract more talent to the business. Some examples for these benefits are suitable retirement plans, professional development opportunities, and helping employees reach healthy lifestyles and wellbeing.

Thirdly, we proposed the use of reviews of costumers, which could highlight the healthy and beneficial employment conditions the business, provides using feedback as proof. However, this suggestion may present a challenge, because it may cause suspicions towards credibility.

Lastly, we highlighted the power of international cooperation in the travel and tourism industry. This can be very beneficial because people from different communities have different backgrounds and experiences, which can add new creative and innovative ideas thatcan really help getting global attention to travel and tourism in Oman.

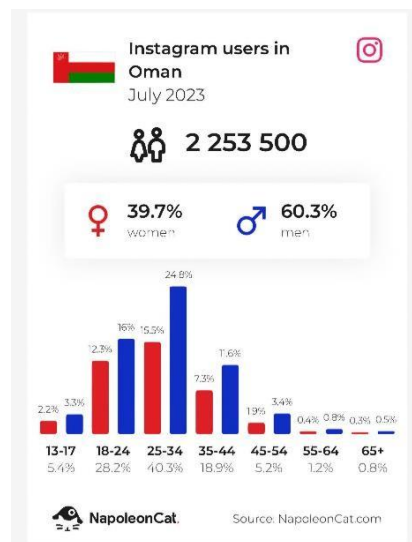


6:0

A line graph showing the statistics of the usage of different social media platforms in Oman

7. Multiple Platforms

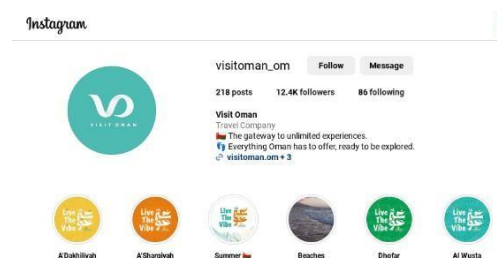
As people who grew up with social media all around us, we recognized that it is an umbrella term, and every single social media is used differently. Therefore, we tried to analyse Visit Oman's usage of all these different platforms. Nevertheless, before we focus on Visit Oman, we should focus on Oman as a whole, which lead us to the graphs (6:0 & 7:0).



7:0 a bar graph showing the statistics of the usage of Instagram in Oman for both genders

7.1 Instagram

Mainly used for advertising offers, and highlighting hotspots for travel and tourism. Add to that, Instagram is a platform used to showcase influencer collaborations. It also presents the beautiful places you can visit, the delicious food to try, and the adventures you could experience.



7:1 a screen capture from Visit Oman's Instagram page

7.2 Facebook

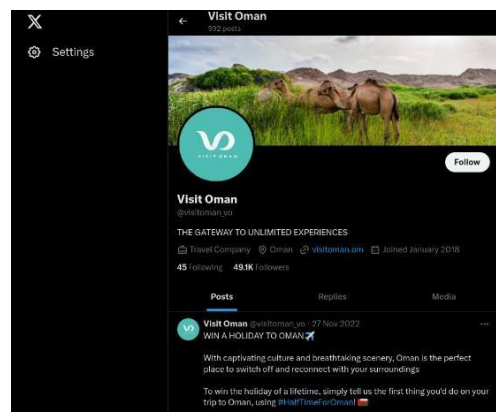
Advertises offers, usually. However, it is also used to post attractive pictures expressing the beautiful features of the Sultanate of Oman and writing great descriptions to the wondering tourist.



7:2 a screen capture of Visit Oman's Facebook page

7.3 X

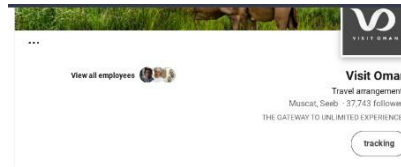
X platform showcases different opportunities for the tourist, highlighting the hotspots that potential tourist want to visit whenever they come to Oman.



7:3 a screen capture of Visit Oman's X page

7.4 LinkedIn

A very helpful platform used for attracting talent to the business. It is very beneficial for the business because it shows potential talented employees: What offers the company presents to its employees? What kinds of jobs, missions and responsibilities to expect? What opportunities might the employee gain?



About us

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<https://www.visitoman.om>

Travel arrangements
employees 51-200
Muscat, Seb
Government agency
2021
Travel and Tourism

Website

Professional field
Company size
Headquarter
Type
Founded
Specializations

7: 4 a screen capture from the Visit Oman's LinkedIn

8. Conclusion

Social media influencing transcends typical marketing, its more human-friendly approach is proof that this phenomenon in Oman and other countries as well is not going anywhere soon. The connection these influencers have with their audience offers a new and unique opportunity for the travel and tourism industry to attract talent. By utilizing these platforms, businesses can foster a deeper engagement and shape the perception of careers in a positive light. This approach ensures that Oman tourism industry is connected and ready to attract tourism in an age where we rely on technology.

9. Citations

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LinkedIn. <https://om.linkedin.com/company/visitoman1>

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Facebook. <https://www.facebook.com/visitoman.vo/>

Oman, Visit. We are hiring - Join Visit Oman is growing team! Application deadline:

7 August 2024. Review the job description, and apply... 24 July 2024,

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