

Beat: Travel

## The Land Of OMAN Being The Essence Of Culture And Adventure

### OMAN In Whole New Perspective

PARIS - MUSCAT, 14.03.2018, 12:39 Time

**USPA NEWS** - On March 13, 2018, was held (Shangri-La Hotel in Paris) a Press Day Presentation of 2018 SULTANATE OF OMAN By the Sultanate Of Oman Tourist Board based in Paris....

On March 13, 2018, was held (Shangri-La Hotel in Paris) a Press Day Presentation of 2018 SULTANATE OF OMAN By the Sultanate Of Oman Tourist Board based in Paris.... The Traveler of Today is a Complex Phenomenon, very unlike the Traveler of say a Decade ago. The Sultanate of Oman was presenting that Day a World of Unique Experiences to the New Age Traveler. It claims to be an Unforgettable Ticket to an Exotic Destination, to a World as Rich and Ancient as New and Glitzy. A Fascinating Journey into a Land and its Culture.

Oman is a Growing Destination in the Arabian Peninsula, with its Mountains, Valleys and Beaches becoming also one of the finest Diving Spots. The Babylonians and the Assyrians settled in Oman because they wanted to control the Trade Route that linked Asia to the Shores of the Mediterranean Sea. Oman offers a Rare Chance to engage with the Arab World without the distorting lens of excessive Wealth. Oman's low-rise Towns retain their Traditional Charms and Bedouin Values remain at the Heart of an Omani Welcome.

Oman, situated at the Extreme Southeast of the Arabian Peninsula, has a History that dates back to as early as 10,000 BC. It is a Land where Marco Polo trekked, where Prophet Job was entombed and where the Queen of Sheba reigned from her Palace which today stands as Testimony to the Wisdom of her Era. In more recent times, Sindbad the Sailor is said to have set sail from the Town of Sohar, which used to see the bustle of thousand of Ships. In Medieval Times, Oman was a Prosperous Seafaring Nation trading with Africa, Far East, India and other Countries.

In Oman, Ancient Customs, Historical Architecture, Traditional Crafts and the Legendary Omani Hospitality live side by side with Modern Amenities and State-Of-The-Art Services. To the Tourist, Oman can offer an Experience of Rich Tradition and Noble Past and to the Business Visitor it is a Land to explore untapped resources and Avenues.

Jebel Shams is Oman's Tallest Mountain, Highest Point, and is a Popular Destination for Camping. Most of the Major Malls are located in Muscat, the Capital. The Largest Mall in the Country is the Muscat City Centre which was built by Majid Futaim, an Emirati Business Man. Other Popular Tourist Activities include Sand Skiing in the Desert, Mountain-Climbing, Camel Racing, and Camping.

The Muscat Festival is usually held at the beginning of Every Year. During this Event, Traditional Dances are held, Temporary Theme Parks open, and Concerts take place. Another Popular Event is the Khareef Festival, which is similar to Muscat Festival ; however it is held in August in Salalah, Dhofar. During this latter Event, Mountains are packed as a result of the Cool Breeze Weather during that period of time which rarely occurs in Muscat.

Although Arabic is Oman's Official Language, there are Native Speakers of different Dialects, as well as Balochi, or offshoots of Southern Arabian, a Semitic Language only distantly related to Arabic. Swahili is also widely spoken in the Country due to the Historical Relations between Oman and Zanzibar. The Dominant Indigenous Language is a Dialect of Arabic and the Country has also adopted English as a Second Language. Almost all Signs and Writings appear in both Arabic and English.

The Omani Culture is steeped in the Religion of Islam. Oman has developed its own type of Islam, known as Ibadhism. There are both Sunni and Shia Muslims in Oman. With this in mind the Islam Month of Fasting, Ramadan and other Islamic Festivities are very important Events in Omani Culture...

Source : OMAN Workshop in Paris @ Shangri-La Hotel Paris, held on March 13, 2018 by Sultanate of Oman Tourist Board based in Paris

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**Article online:**

<https://www.uspa24.com/bericht-12926/the-land-of-oman-being-the-essence-of-culture-and-adventure.html>

**Editorial office and responsibility:**

V.i.S.d.P. & Sect. 6 MDSStV (German Interstate Media Services Agreement): Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

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