The Importance of Tourism and Ports in Economic Development: Best Practices in Oman and the USA
Summer Arabic Scholarship

SALAM 2018: Summer Arabic Language and Media Program

The Sultan Qaboos Cultural Center (SQCC) announces its 2018 Summer Arabic Language and Media (SALAM) program, a fully funded intensive Arabic language scholarship program in the Sultanate of Oman. This program will allow students to gain a deeper knowledge of Arabic, while becoming familiar with Omani history and culture.

**Eligibility:** All applicants must be U.S. citizens, enrolled in a degree seeking program (BA, MA or PhD) in spring 2018, and have completed four semesters (or the equivalent) of university-level Arabic coursework.

*Application closes 31 December 2017*

For more information on either program, please visit [www.sqcc.org](http://www.sqcc.org)

2018 SQCC Research Fellowship Program

The Sultan Qaboos Cultural Center (SQCC) supports and encourages advanced research on Oman across a variety of academic disciplines through the SQCC Research Fellowship Program. Launched in 2010, this program funds American scholars to conduct research in the Sultanate of Oman up to $51,000. This program is offered annually and is open to PhD candidates and university academics.

*Application period opens March 2018*
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CONFERENCE SCHEDULE

9:00-9:15 a.m.

Opening Remarks
President Harris Pastides
and Her Excellency Ambassador Hunaina Sultan Al Mughairy

9:15-10:45 a.m.

Value-Added Tourism: An Economic Development Strategy
Moderator: Dr. Robert Rolfe, Professor, Department of International Business, Darla Moore School of Business, University of South Carolina

“The Smart State Center for Tourism and its Contribution to growing Tourism in SC;” Dr. Simon Hudson, Smart State Chair, University of South Carolina

“The Greenville Perspective;” Mr. Chris Stone, President, VisitGreenvilleSC

“The Importance of Destination Image: Attracting Americans to Oman”,
Dr. Rich Harrill, Director, Alfred P. Sloan Foundation Travel and Tourism Industry Center, University of South Carolina

“Cruising Market in Oman: Current Trends and Future Prospects;”
Dr. Masooma Khamis Mahmood Al Balushi, Assistant Professor of Tourism, Sultan Qaboos University, Sultanate of Oman

Q&A

10:45-11:00 a.m.

Coffee break

11:00-12:15 p.m.

Tourism and Sustainability

Moderator: Dr. Drew Martin, Director, School of Hotel, Restaurant and Tourism Management, College of Hospitality, Retail and Sport Management, University of South Carolina

“Sustainable Tourism, Community Development and Workforce Development;”
Dr. David Cárdenas, College of Hospitality Retail and Sports Management, University of South Carolina

“The Influence of Government in Sustainable Tourism Development;” Dr. Marketa Kubickova, College of Hospitality Retail and Sports Management, University of South Carolina

“Sustainable Tourism and the State's Economy;” Mr. Phil Gaines, Director, SC State Park Service, SC Department of Parks, Recreation and Tourism

“Sustainable Tourism;” Sheikh Faisal Amur Shuwain Al Hosni, Director General, Administrative and Financial Affairs, Ministry of Tourism, Sultanate of Oman
The Importance of Tourism and Ports in Economic Development: Best Practices in Oman and the USA

CONFERENCE SCHEDULE

Q&A
12:15-1:45 p.m.

Luncheon, buffet served in place.

Introductory remarks: The Honorable Robert M. Hitt III, South Carolina Secretary of Commerce

Luncheon address: The Honorable Joseph P. Riley, Jr., Former Mayor of Charleston SC, 1975-2016

1:45-3:15 p.m.

Global Supply Chain and Contemporary Ports

Moderator: Dr. Jack Jensen, Clinical Professor, Operations and Supply Chain Management; Co-Director, Operations and Supply Chain Center, Department of Management Science, Darla Moore School of Business, University of South Carolina

“Advances in Intermodal Freight Terminal Design and Operations;” Dr. Nathan Huynh, Department of Civil and Environmental Engineering, College of Engineering and Computing, University of South Carolina

“Keeping Freight Moving;” Mr. Steve Kemp, Jr., Senior Director, Terminal Strategy, Facility Operations and Maintenance, South Carolina Ports Authority

“Duqm Prospective and Investment Opportunity;” Mr. Saleh Hamood Ali Al Hasani, One Stop Shop Director, Special Economic Zone Authority Duqm, Sultanate of Oman


Q&A
3:15-3:30 p.m

Coffee break
3:30-4:30 p.m.

Roundtable: The Future of Ports and Tourism in SC and Oman
Her Excellency Ambassador Hunaina Sultan Al Mughairy

H.E. Ambassador Hunaina Al Mughairy was appointed as Ambassador Extraordinary and Plenipotentiary of the Sultanate of Oman to the United States of America on December 2, 2005. She also serves as Chair of the Sultan Qaboos Cultural Center’s Board of Oversight. Ambassador Al Mughairy is an economist with an extensive business background. She is a strong advocate for the U.S.-Oman Free Trade Agreement and has focused much of her energy on improving relations between the U.S. and Oman. As the first woman to represent an Arab country as an ambassador in Washington, Ambassador Al Mughairy has worked to improve the image of Arab women in the United States. Prior to her work in diplomacy, she served many roles in Oman’s Ministry of Commerce and Industry and the Omani Center for Investment Promotion & Export Development. Ambassador Al Mughairy obtained a B.A. in Business Communications from the High Polytechnic Institute, Cairo, and an M.A. in Economics from New York University, New York.

Dr. Harris Pastides

During the past decade, the University of South Carolina’s 28th president, Harris Pastides, has led USC’s flagship system of eight institutions in 19 geographic locations to higher achievements and unprecedented growth. Under Pastides’ tenure, the university has seen the USC Honors College rise to the No. 1 public honors college in the nation; celebrated continual top rankings in undergraduate and graduate fields including international business, public health, engineering, nursing and others; rapidly increased research funding, and surpassed a $1 billion capital campaign goal. An unwavering advocate for a superior student experience, Pastides encourages engagement beyond the classroom through leadership, service learning, international experiences, internships and undergraduate research. Prior to joining the university’s faculty as dean of the Arnold School of Public Health, Pastides was a professor of Epidemiology and chairman of the Department of Biostatistics and Epidemiology at the University of Massachusetts Amherst. He received two masters’ degrees and a Ph.D. in Epidemiology from Yale University.

His Excellency Dr. Ahmed Al Futaisi

His Excellency Dr. Ahmed Mohammed Salem Al Futaisi is the Minister of Transport and Communication, Sultanate of Oman. Prior to his appointment as minister, H.E. Dr. Al Futaisi worked as an associate professor in the Department of Civil and Architectural Engineering at Sultan Qaboos University (SQU). In addition to his position at SQU, H.E. Dr. Al Futaisi also served on several regional committees related to the environment. H.E. Dr. Al Futaisi also serves on the board of several government entities. He is the Chairman of the Board of Directors of Information Technology and the General Authority for Civil Aviation. He is also Vice Chairman of the Board of Directors of the Oman Shipping Company and a member of the Board of Directors of Oman Tourism Development Company (Omran). H.E. Dr. Al Futaisi holds a Ph.D. in Civil and Environmental Engineering from the University of California at Berkeley and a master’s degree from Cornell University.
**Conference Speakers**

**The Honorable Robert M. Hitt III**

The Honorable Robert “Bobby” M. Hitt III was appointed by Governor Nikki Haley to serve as Secretary of Commerce in January 2011. Aiming to cultivate a team-first approach to economic development, Secretary Hitt mobilized the state’s many partners and allies, empowering them to assist in a variety of efforts, including building and site certification, infrastructure improvement, international trade growth, supplier development, workforce development, statewide brand establishment, and promotion through the ‘Just right’ campaign. As a result, Team South Carolina has achieved unprecedented industry recruitment success. Since 2011, S.C. Commerce has recruited approximately $30 billion in capital investment and more than 105,000 new jobs. Before his time as Secretary of Commerce, Hitt served as manager of Corporate Affairs at the BMW Manufacturing Company in Spartanburg County, SC after 17 years as managing editor of *The State and Columbia Record* newspapers. Mr. Hitt holds a B.A. in Journalism from the University of South Carolina and was a Nieman Fellow in Politics, Law, and Business at Harvard University.

**Dr. Masooma Khamis Al Balushi**

Dr. Masooma Al Balushi is a faculty member of the Tourism Department within the College of Arts and Social Sciences at Sultan Qaboos University, Sultanate of Oman. Dr. Al Balushi has more than 15 years of experience in the field of Tourism and Hospitality, has published in the areas of Tourism and Hospitality Management; Human Resources Management; Cruise Industry; Tourist Experience Management; Training and Development; Entrepreneurship; Tourism and Hospitality Education; and Academic Accreditation. Dr. Al Balushi served as head of the Tourism Department for three years, between 2010 and 2013, during which the Department’s undergraduate program was awarded the United Nations World Tourism Organization (UNWTO) TedQual Academic Accreditation certification. Furthermore, she collaborated with the UNWTO as a consultant for a national study conducted on tourism human resources in the Sultanate of Oman. She has recently been granted an award for Achievement in Research and Scholarly Activities by Sultan Qaboos University’s Vice Chancellor during the 17th University Day Celebrations. Dr. Al Balushi holds a Ph.D. in Tourism and Hospitality Management from Cardiff Metropolitan University in the United Kingdom.

**Dr. Yousuf Hamed Al Balushi**

Dr. Yousuf Hamed Al Balushi serves as an economist at the Oman 2040 Vision Project Office. He has more than 20 years of professional experience at the Central Bank of Oman and with the Supreme Council for Planning. He was previously appointed foreign direct investment statistics advisor under the Technical Assistance Program of the International Monetary Fund. Dr. Al Balushi has also taught modules at King’s College, London, concerning Foreign Trade and Political Economy of the Middle East. Dr. Al Balushi’s research interests focus on monetary and fiscal policy, foreign trade, foreign direct investment, and private sector development. Dr. Al Balushi earned his Ph.D. from King’s College, London, University of London, where he focused on the impact of foreign direct investment on the efficiency of the private sector and the economic development process in Oman.
Mr. Saleh Al Hasani

Mr. Saleh Al Hasani is the Director of the One-Stop Shop at the Special Economic Zone Authority of Duqm (SEZAD). This shop oversees each of the zone’s economic activities in order to implement strong infrastructure and attract investment while maintaining its dual focus on environmentalism and expansion. Mr. Al Hasani is also a member of SEZAD’s management team. Within his present role at SEZAD, Mr. Al Hasani is responsible for the shop’s overall operations incorporating international practices, from facilitating investment in the zone to supporting customer service efforts. He also works on policy development and marketing strategies for SEZAD. Prior to joining SEZAD, Mr. Al Hasani had a distinguished career at Omantel, a telecommunications company headquartered in Muscat. Mr. Al Hasani received his bachelor’s degree in Business Management from the University of Arkansas and his MBA from the University of Hull in the United Kingdom.

Eng. Hashem bin Taher Al Ibrahim

Hashem bin Taher Al Ibrahim serves as the Business Facilitation Director and Acting Human Resources and Corporate Affairs Director of the Port of Duqm Company SAOC (PDC). PDC is a 50:50 venture between the Omani Government and the Consortium Antwerp Port (CAP). PDC provides for and coordinates marine services including pilotage, escort berthing, mooring, and pollution control. Mr. Al Ibrahim works closely with the senior management team and supports the implementation of long-term strategies. He supports and advises both local and international investors on the advantages of investing in Duqm as well as in the Sultanate of Oman in general. Prior to joining PDC, Mr. Al Ibrahim held a variety of positions within the Government of the Sultanate of Oman, including director general of Technical Affairs. Mr. Al Ibrahim earned a Bachelor of Science in Architectural Engineering from the University of Miami.

Mr. Faisal Amer Shuwain Al Hosni

Mr. Faisal Amer Shuwain Al Hosni is the Director General of Administration and Finance at the Oman Ministry of Tourism, where he administers the departments of Human Resources; Personnel and Administrative Affairs; Public Relations; the Internal Tender Committee; and Finance. In addition, Mr. Al Hosni also serves on the leadership team for the Personnel Committee and the Human Resources Development Committee. Previously, Mr. Al Hosni held positions including director general of Investment Services and Quality Control at the Ministry of Tourism; senior specialist analyst and senior administrator at the Diwan of Royal Court; and in administration at Al Hosni Group.

Dr. David A. Cárdenas

Dr. Cárdenas is the Associate Dean of Academic Programs in the College of Hospitality, Retail and Sport Management. Prior to joining the faculty at the University of South
Carolina, he was a faculty member at the University of North Carolina, Greensboro. His research interests are in sustainable development, resident attitudes, destination marketing and international tourism education. He has extensive experience working on community-based tourism planning projects in the United States and Ecuador, specifically working to engage and involve local residents in the sustainable tourism development process. He holds a Ph.D. in Recreation, Tourism and Parks Management from North Carolina State University.

**Mr. Phil Gaines**

Mr. Gaines is a native of Greenville, South Carolina and a 1981 graduate of Clemson University. Mr. Gaines has served on the Board of Directors for the National Association of State Park Directors, and the National Association of State Outdoor Recreation Liaison Officers. He has served as president of the Association of Southeastern State Park Directors and past chairman of the Board of Regents for the America’s State Park Leadership School in Wheeling, West Virginia, where he still is an instructor. Mr. Gaines currently serves on the External Advisory Board for the College of Behavioral, Social and Health Sciences at Clemson University and the Board of the Institute for Parks at Clemson University. Mr. Gaines was recently awarded the Distinguished Service Award for National Leadership for America’s State Parks from the National Association of State Park Directors and the Walter Cox Award for Public Service and Leadership in Natural Resources from Clemson University.

**Dr. Rich Harrill**

Dr. Rich Harrill is a Research Professor in Hotel, Restaurant and Tourism Management and is the Director of the International Tourism Research Institute (ITRI) at the University of South Carolina. He conducts studies on applied research to provide practical solutions to increase U.S. and international tourism industry competitiveness, resulting in additional revenues and strong economic development opportunities. In addition to his academic work, Dr. Harrill’s professional work has focused on recreation and open-space planning, land use and comprehensive planning, citizen participation, and survey research. Dr. Harrill published two guidebooks for practitioners, covering his research of 33 best-practice cases in tourism and destination management—*Guide to Best Practices in Tourism and Destination Management, Volumes I and II*. Dr. Harrill earned his Ph.D. in Parks, Recreation, and Tourism Management and a master’s degree in City and Regional Planning from Clemson University.

**Dr. Simon Hudson**

Simon Hudson is the Endowed Chair for the SmartState Center of Economic Excellence in Tourism and Economic Development at the University of South Carolina (USC). Before coming to USC, Dr. Hudson held academic positions at universities in Canada and England, and prior to working in academia, spent several years working in the tourism industry in Europe. Dr. Hudson is internationally known and respected as a leading expert in tourism research, and is the author of eight books and 70 research articles. Dr. Hudson's research focuses on tourism as a driver of economic development. His goals are to create a one-stop resource of advanced information and intelligence for tourism industry stakeholders and to improve South Carolina's competitiveness as a tourism destination. He earned a Ph.D. from the University of Surrey, United Kingdom, and an M.B.A. from the California State University, Chico.
Dr. Nathan Huynh

Dr. Nathan Huynh is an associate professor in the Department of Civil and Environmental Engineering at the University of South Carolina (USC). Prior to joining USC, he worked for the Port of Houston Authority as a project manager and systems analyst. Dr. Huynh holds a master’s and Ph.D. in Transportation Engineering from the University of Texas at Austin. His primary research interest is in seaport operations, drayage truck scheduling, and intermodal network design.

Mr. Steve Kemp, Jr.

Mr. Kemp is Senior Director, Terminal Strategy, Facility Operations and Maintenance at the South Carolina Ports Authority. He joined the Ports Authority in 1990 as an engineering project manager working on the Wando Welch Terminal expansion. Since then, Mr. Kemp has held various positions in Operations, including terminal manager of the North Charleston facility; manager of Operations Processes; general manager of Operations and director, Terminal Operations. In this capacity, Mr. Kemp is responsible for strategic initiatives related to container, breakbulk and cruise operations in Charleston and Georgetown as well as the Authority’s inland port terminals in Greer and Dillon, South Carolina. Mr. Kemp earned a Bachelor of Science in Engineering from the University of South Carolina.

Dr. Jack Jensen

Dr. Jensen serves as the Managing Director of the Center for Global Supply Chain and Process Management and Clinical Professor at the Darla Moore School of Business, University of South Carolina. In addition to teaching courses and generating original scholarship in Operations Management and Process Excellence, he consults through the center’s outreach initiatives with organizations such as Delta Airlines, Continental Tire, Avaya, PricewaterhouseCoopers, Michelin, J&J, Coca Cola Bottling, Trane/Ingersoll-Rand, Textron, Eaton Corporation, and Kaiser Aluminum. Dr. Jensen holds a Ph.D. in Production and Operations Management from the University of South Carolina.

Dr. Marketa Kubickova

Dr. Marketa Kubickova is an assistant professor at the University of South Carolina in the School of Hotel, Restaurant and Tourism Management. Dr. Kubickova has over 15 years of industry experience in several upscale international hotels. Using her extensive hotel experience, Dr. Kubickova has been able to teach a range of Hospitality Management courses. Her research interests mainly focus on competitiveness, tourism economics, and the role of government with special emphasis on developing countries. In 2016, she obtained a grant to investigate the opportunity for development of agro-tourism in Honduras, with a
special focus on the role of government. She holds various certifications and is a member of the American Hotel and Lodging Association (AHLA), Women in Lodging (WIL), and is a faculty associate of the Walker Institute of International and Area Studies for Latin American Studies. Dr. Kubickova holds a Ph.D. in Education and Hospitality Education from the University of Central Florida.

**Dr. Drew Martin**

Drew Martin is Director of the School of Hotel, Restaurant, and Tourism Management at the University of South Carolina's College of Hospitality, Retail and Sport Management. Prior to his current position, he was professor of Marketing and interim dean at University of Hawaii at Hilo. Dr. Martin previously worked with the College of Business Administration, North Dakota State University; Lundquist College of Business, University of Oregon; and School of Economics, Niigata University, Japan. He has also served as senior associate editor of *Buyer Behavior*, *Journal of Business Research* and associate editor for the *International Journal of Culture, Tourism and Hospitality Research*. Dr. Martin was an advisor to the City of Kobe’s Trade, Exhibition, and Tourism Bureaus and represented Washington State’s Department of Tourism in Japan. Dr. Martin holds an M.A. and Ph.D. from the University of Hawaii and an MBA and B.A. from Pacific Lutheran University in Tacoma, Washington.

**Dr. Paul Allen Miller**

Dr. Miller is Vice Provost and Director of Global Carolina at the University of South Carolina. He is responsible for growing international recruitment among students and developing international relationships worldwide. He oversees International Student Services; the International Accelerator Program; the International House at Maxcy College; Study Abroad; English Programs for Internationals; and the University of South Carolina Press. Dr. Miller is the Carolina Distinguished Professor of Classics and Comparative Literature. His primary teaching and research interests are theory, Latin poetry, Plato, and the classical tradition. He is the author of seven books and multiple edited volumes. He currently has two books in progress, *Understanding Horace* and *Foucault’s Seminars on Antiquity: Learning to Speak the Truth*.

**The Honorable Joseph P. Riley, Jr.**

The Honorable Joseph P. Riley, Jr. served as mayor of Charleston, South Carolina from 1975-2016. He previously served three terms in the South Carolina House of Representatives. Under Riley’s leadership, Charleston experienced significant revival and growth that brought national and international recognition. This included revitalization of its historical residential and business areas, including the rebirth of King Street, the main street of Charleston. The city also developed new parks and recreational attractions, including a waterfront park on the Cooper River, the Charleston Maritime Center, the South Carolina Aquarium, the Joseph P. Riley, Jr. Baseball Stadium, and a ten thousand spectator tennis facility. During the Riley administration, Charleston also experienced a cultural renaissance through the initiation of several arts festivals, including the internationally acclaimed Spoleto Festival USA, Piccolo Spoleto, and the MOJA African American Arts Festival, making Charleston one of the top tourist destinations in the United States. Riley also undertook affordable housing initiatives. He is the recipient of several prestigious national awards for his work. Riley is the former president of the U.S. Conference on Mayors, and former president of the National Association of Democratic Mayors. Mr. Riley holds a bachelor’s in Political Science from The Citadel, the military college of South Carolina, and a law degree from the University of South Carolina.
Dr. Robert J. Rolfe

Dr. Robert J. Rolfe is a professor in the Department of International Business, Darla Moore School of Business, University of South Carolina. He has also been a visiting professor at the University of International Business and Economics in Beijing and at the Vienna University of Economics and Business Administration in Vienna, Austria. From August 2001 to May 2005, he was executive director of the International MBA program at the Darla Moore School of Business. His research focuses on foreign investment in Africa. He has been published in several publications including Advances in International Accounting, the Journal of the American Taxation Association, South African Journal of Economics, Journal of International Business Studies and the Journal of African Business. Dr. Rolfe has received several awards for his research and teaching including the Cramer Fellow of International Taxation, the Alfred G. Smith Award for Excellence in Teaching and the MIBS Outstanding Professor Award. He is a member of the Academy of International Business and the African Finance and Economics Association. He also serves as a board member for the South Carolina Export Consortium and the International Council of African Professionals. Dr. Rolfe holds a Ph.D. from the University of Oklahoma.

Mr. Chris Stone

Mr. Chris Stone serves as President and CEO of VisitGreenvilleSC, a travel promotion organization in Greenville, South Carolina. As an international expert in destination visioning, Mr. Stone’s ambitious work is centered on merging design, architecture, and authentic experiences. He is most noted for his input on the nationally acclaimed urban context of Greenville. He has led idea strategies of “Best in Class” to Portland, OR, Austin, TX, Birmingham, U.K., and Valencia, Spain. In recent years, Greenville has garnered award winning recognition from The Urban Land Institute, American Planning Association, and The Waterfront Center. Over the years, Stone has provided strategic counsel and conceptual visioning to governments and visitor-serving enterprises. His recent work includes numerous projects in both North America and Europe, including the 2nd Street Corridor in Austin, TX; Monterey Experience Project in Monterey, CA; National Steinbeck Center in Salinas, CA; The National Aquarium in Baltimore, MD and multiple projects on behalf of the European Cultural Consortium in Rome, Barcelona, and Paris. Stone is a frequent lecturer on destination development, including prominent engagements with The Packard Foundation and the Harvard Graduate School of Design. He has thirty years of destination leadership experience, serving in senior executive roles in Austin, TX; Portland, OR; St. Louis, MO; and Washington, D.C.
Sultan Qaboos Cultural Center

The Sultan Qaboos Cultural Center is dedicated to educating the peoples of America and Oman about the breadth and richness of our two cultures. The Sultan Qaboos Cultural Center promotes mutual respect and understanding between our nations and strives to educate a new generation of culturally sensitive and knowledgeable citizens in each society. Through outreach programs, lectures, an information-rich website, educational resources and cultural partnerships, Sultan Qaboos Cultural Center brings the culture, history and heritage of our nations to audiences in the US and abroad.

The University of South Carolina

The University of South Carolina is internationally recognized for its highly ranked programs in Business, Hospitality and Tourism, and Engineering. Through the Office of Global Carolina, USC seeks engagement with key strategic partners around the globe, collaborating on teaching, research and service, bringing Carolina to the world and the world to Carolina.