**ABSTRACT**

**Objectives:** To identify the economic, social, and geopolitical impacts of the Corona pandemic on the country’s tourism industry; to identify ways to enhance domestic tourism so as to increase income in the Oman’s tourism industry which has since been declining; to identify specific travel destinations and associated recovery plans; and to suggest recommendations on the best approaches to improving the Oman tourism sector.

**Methodology:** The research involved collection of primary data using interviews where opin­ions and perceptions of Omani tourism industry experts were collected regarding economic, social, and geopolitical impacts of the Corona pandemic on the country’s tourism industry; the rationale of lifting travel restrictions and the ways of increasing traveller confidence amidst the uncertainties and fears associated with Covid-19 in Oman; ways to enhance domestic tourism so as to increase income in the Oman’s tourism industry which has since been declining; and recommendations on the best approaches to improving the Oman tourism sector.

**Findings:** The main impacts of coronavirus on Omani tourism industry include loss of revenue and reduction in hotel and occupancy rate. These effects resulted into massive job losses, unpaid leave and pay cuts amongst employees in the country’s tourism industry. The measures to be taken to enhance recovery of the tourism industry were categorized into two: government measures and business measures.

**Value added:** With the multiple adverse effects of the coronavirus pandemic on the tourism sector, this study will help in establishing the potential measures of fostering the positive outcomes in the sector.

**Recommendations:** Setting aside COVID-19 recovery financial kitty; Increasing the frequency of marketing the country as the preferred and the best tourist destination in the world in both local and international media; Public-private partnerships; and encouraging domestic tourism by offering discounts and incentives for the locals enjoying the country’s tourism facilities. Offering discounted rates and fees; adopting a flexible booking policy; cancelling or waiving all the fees and fines that were charged on customers who cancelled or amended their bookings as result of COVID-19 pandemic; offering attractive discounts to clients who want to re-book their previous cancelled bookings without conditions; and diversification of operations.