

Arabian Travel Market 2018



Students of Tourism and Events Management at Al Falah University visited the Arabian Travel Market 2018, the largest travel and tourism activity in the Middle East to meet Tourism specialists and industry leaders from around the world.

The delegation included Dr. Ashraf Jahmani, Dr. Fathi Salameh and Dr. Roohi Imtiaz from the College of Business Administration. The visit aimed to educate students about the remarkable experience of being involved in the Tourism sector.

During the exhibition, the participants have briefed on the participants' innovations from the UAE and surrounding countries. The delegation had the opportunity to learn about the Tourism industry from some of the participating countries such as Italy, Spain, Norway, and Turkey and of course the UAE. Students also learned about innovative ideas to attract tourists.

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