

Opportunities	Challenges
Oman has many existing oilfields in the Rub' al Khali and many areas such as 'Block 36' which remain unexplored and therefore the potential to extract oil from these places could increase revenue.	Summer temperatures in the Rub' al Khali can exceed 50°C, making construction and human habitation difficult.
The Block 6 concession which covers a large area of the desert is one of Oman's key petroleum and natural gas production zones. Many energy companies such as Shell and Tethys Oil (a Swedish oil company) invest heavily in these areas.	Water scarcity is a major challenge, requiring desalination or underground water extraction, like from Dhofar's freshwater aquifers.
Empty Quarter desert safari tours, operated by companies like Beautiful Salalah Tours, attract visitors for dune bashing, Bedouin experiences, and camping.	The Rub' al Khali is very sparsely populated, with the nearest major towns being Salalah and Haima.
The lost city of Ubar is an archaeological site, known as the 'Atlantis of the Sands,' is a key historical attraction for visitors.	Lack of roads in many areas makes logistics difficult, affecting tourism and industry.
Oman's Ibri II Solar Power plant which is located north of the Rub' al Khali can generate enough electricity for approximately 33,000 is an example of the potential solar energy could have in the region.	The cost of building in the desert is high due to limited access and the issues faced with the type of terrain in the Rub' al Khali.
Renewable energy could have backing from major energy firms who already operate in the area.	Development could impact rare desert species like the Arabian Oryx, which was once extinct in the wild and reintroduced in the Arabian Oryx Sanctuary.
The Oman Botanic Garden has been studying desert plant adaptation, which could inform sustainable development of the region.	Excessive groundwater extraction could deplete fragile water sources, as seen in some wadi ecosystems in Oman.
The Royal Geographical Society's expeditions have studied the Rub' al Khali giving people insight in the area.	The need for long-term energy and water solutions is crucial, with potential for solar farms like those in Ibri and Amin (which could be expanded to the Rub' al Khali).
Extensions to road building projects such as the Adam–Thumrait Road Project could help to improve connectivity into desert areas.	Waste management and desert conservation efforts need to be implemented to avoid degradation, as seen in the Wahiba Sands eco-tourism model.