

Investing in people in rural areas

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Abstract:

Investing in human capital is one of the most important issues that concern researchers in administrative and economic sciences and their surrounding and related disciplines. This is because of the multiple advantages that result from this investment that affect all aspects of human life in any human society. Especially in light of the current data, and the great degree of complexity and ambiguity that characterizes contemporary reality, we seek in this research to develop everything related to human capital, through strategies, plans and specialized programs aimed at advancing human resources in all fields.

Key words: investment, human capital, rural areas, Sultanate of Oman

1- Introduction:

The issue of investing in human capital is considered one of the most important issues that concern researchers in the social, administrative, and economic sciences and their surrounding and related disciplines. This is because of the multiple advantages that result from this investment that affect all aspects of human life in any human society. Especially in light of the current data, and the great degree of complexity and ambiguity that characterizes contemporary reality, as various organizations and societies seek to develop everything related to human capital, through strategies, plans and specialized programs aimed at advancing human resources in all fields.

In this context, we mention that the importance of investing in this field stems from the resulting benefit, given that this investment is directed to what KENDRECH called intangible or intangible capital which accumulates and develops through investment in a set of dimensions and indicators, centered on the whole Education, training, awareness-raising, spreading the values of work and productivity, education ... and other factors that contribute to the development of states and societies.

Whereas the term capital in the classical proposition was limited only to the financial and material side, human capital relates to the intangible aspect. The side of the economic and social sciences came in the beginning from the language of merchants and the terminology used by them.

Where capital in the linguistic dictionary of merchants meant cattle and beasts with numberless heads, because at that early time, beasts and cattle were the commodity through which and by means of which other commodities are estimated and their value evaluated. Then it is related to the material side in terms of the monetary value that individuals have, on the basis that it is the largest expression of economic capital in its tangible form.

Adam SMITH and before it the physiocrats liberated the term capital from being limited to monetary connotation only by itself and not others, then it becomes related to money in addition to the purposes and means to assist in its collection. Yield and income.

Part of these requirements and methods, according to what SMITH states, are the appropriate amount of skills possessed by social actors or individuals who have the ability to use and employ them with high efficiency, in the context of what may be called or expressed in the concept of human capital (RITZER, G. 2005: 75) And the contradictory nature of what is material, financial, tangible, but has a direct relationship to its realization and access to its collection.

The investment in intangible capital results in multiple and varied tangible developments on the ground, which can be observed and extrapolated.

Although it is intangible, its effects are tangible in all fields, fields and levels. This contributes to changing the daily reality of social actors for the better, by changing their representations of life, their mentality and ways of thinking, in addition to the most important indicator in the matter related to changing their behaviors and actions in their various interactive situations.

It can be said based on the foregoing that human capital is linked in general and in general to everything related to the formation of skills, experiences, abilities and knowledge that is related to everything that would increase the labor productivity of a particular individual or group (Boushoa, Pfifah 2010: 149) whatever The circumstances of this group, whatever the space or geographical area to which it belongs and resides.

However, what can be observed is that most studies focus on the issue of investing in human capital within urban spaces, with their various institutions, and more specifically within organizations of a productive nature, while neglecting to varying degrees talk about human capital in rural areas, which are

known for their differences in terms of characteristics. Characteristics are fundamentally different from urban spaces.

As the achievement of progress, sustainable development and self-sufficiency does not depend only on cities and urban spaces, but clearly extends to rural areas, which can contribute in a very important and inspiring capacity to the economy of countries in general, and the economy of the Sultanate of Oman in particular. The rural field is linked to many effective dimensions in development, preceded by agriculture because of its necessity to cover the food needs of the population in the Sultanate, and to achieve self-sufficiency and food security in it, as it is known that the food-dependent community is difficult for it to reach the levels of economic upgrading.

Rural areas in general, and the countryside in the Sultanate of Oman in particular, are related to the practice of agriculture, but at the same time they can participate in building the national economy with crafts and traditional products as well, especially since the daily reality of the inhabitants of these spaces mimics in its folds the Omani man from ancient historical times, expressing distinction. And originality.

Based on the foregoing, this research paper seeks to work on the effectiveness of investment in human capital in rural areas in the Sultanate of Oman, and the extent to which this investment can contribute to developing the lives of social actors, achieving food security, in addition to contributing to the advancement of the national economy of the Sultanate, by addressing the points next:

Research questions and objectives.

- The basic Concepts.

Investment theories in human capital and rural areas.

- The effectiveness of investing in the human head in the rural space.

Investing in rural human capital and the Omani economy.

Findings and recommendations.

2- Research Questions:

The ideas and contents of this research paper focus on answering a set of questions stemming from the importance of the title in itself, and they are represented on the following questions:

What is meant by the concept of investing in human capital?

- What are the peculiarities and characteristics of the rural areas in the Sultanate of Oman that distinguish it from other rural spaces of other countries?

How does investment in human capital affect the rural areas of the Sultanate of Oman?

- What are the areas in which the related human capital can be invested in the rural areas of the Sultanate?

How does investment in human capital in the countryside contribute to strengthening the national economy in the Sultanate?

3- Research objectives:

This research paper seeks to reach the following objectives:

- Know the significance of investing in human capital.
- Linking theories of investment in human capital with the research topic.
- Addressing the dimensions of investment in human capital in rural areas.

Highlighting the importance of investing in human capital in the rural areas of the Sultanate of Oman on two levels: the local level for these regions on the one hand, and the national level for the Sultanate in general on the other hand.

4. Basic Concepts:

Academic research contains, according to what is known methodologically, on a set of basic and central concepts that revolve around all the contents of the study and its various topics, and the terms or concepts pivotal in our topic are as follows:

4.1. The concept of human capital:

The concept of capital is considered one of the basic concepts in the contemporary time, as mentioned earlier, and it is considered one of the pivotal terms in many disciplines and sciences, especially those that focus their research efforts on working in ways to develop societies and productive and service organizations.

In view of the importance of this concept, the definitions presented to it varied, based on the different references and affiliations of theorists and researchers, unlike the classical thinkers who used to limit capital in the material and monetary aspect, to be added after that the material means leading to the collection of money and cash, in what is known as the means of production, Researchers like SMITH have seen since the 18th century that human capital is part of capital in its entirety and inclusiveness, which is represented in: All the acquired capabilities of the inhabitants of a particular country (Boudlali, the importance of investing in human capital as one of the conditions for the promotion of the tourism sector)

Many writings in the economic and administrative sciences in particular indicated that the first person to use this concept in the framework of modern theories was the economist Jacob Meneser in his research or article in 1958

(Brahimi, N. 2013: 03) and thus the establishment was made academically for new gloss and connotations related to With human capital.

Other researchers and theorists have joined Mincer in this endeavor.

We find in their introduction in that period: Theodore SCHULTZ, who mentioned in his writings in 1961 that human capital can be defined by the following: The sum of the human or human energies that can be relied upon during the process of exploiting all economic resources. On the other hand, he sees that it represents the total, quantitative and qualitative total of the available human forces in society. (PERRUCHET, A.2005: 14)

We find in the same context the writings of Gary BECKER in 1964, which came to fine-tune the concept presented by SCHULTZ with the aim of explaining the economic results obtained based on the accumulation of knowledge and competencies. BECKER believes that human capital is similar to tangible, material means of production such as machines in factories, factories, etc., and an individual can invest in human capital through education, training and medical care. The output is dependent in part on the percentage of return on available human capital. (Brahimi, N. 2013: 04)

Also, BECKER, through its attempt to control human capital, provides us with a set of dimensions and indicators that contribute to determining its meaning and intended connotations, which are represented in:

- Consumer commodity: One of its features is that it is long-term, as the human being has the ability and ability to learn and train at all times and places, and he is not limited in this framework.

Private commodity: as every human being or social actor possesses a set of competencies and capabilities of his own, which cannot be exploited in the production process except with the consent of its owner, unlike past economic systems, primarily the slave system, where was this private good being exploited without consent The individual. The value of this commodity is

determined by the mental and physical capabilities and experiences of the human being.

- Productive commodity: as the skills and competencies possessed by the individual from the principle that he is a private commodity are responsible for his productivity and profitability, and accordingly it can be considered a productive element like other means and other productive elements of financial, material, land and other resources. (Bashiri, F. Boutra'a, B. 2013: 112)

On the other hand, and in the context of defining a definition of human capital, there are those who believe that: It refers to all individuals and social actors belonging to the organization, or employees of the institution, and in the forefront of which are the intellectual assets that create innovations that can be converted into money and profits. They must be distinguished because these assets are Which forms the basis of the products and services of the institution and its innovations, thus achieving a competitive advantage and collecting more value based on their innovations. (Charles Henri. 2012: 01).

Based on this vision, it can be said that human capital is the one that plays the decisive role and the difference in achieving distinction between different organizations and institutions, as it has the merit in improving or reducing the productivity and profitability of these institutions, in terms of being a special commodity that possesses different characteristics, capabilities and competencies.

4.2. Investing in Human Capital:

Given the importance of human capital in all human organizations and societies, theorists devised several plans and strategies in order to invest in this human power, and bring out the best that can be exploited in human reality and development in various fields.

Since it is an intangible asset within the energy of the institution and society in general,

it must be invested in it, given that it enhances productivity and processes of creativity and innovation, especially because it varies between one institution and another, and between a geographical, sphere and another, and in order to ensure comprehensive development, human capital must be invested. To benefit, according to Alfred MARSHALL, of its potential and energy to survive, discover, innovate and invest in investing the rest of the capital, because capital consists of natural, material and human capital. And the main control over all of them is human capital, as it is the source of exploitation of the rest of the physical and natural capital.

Investing in human capital includes all aspects and areas that would improve the capabilities and competencies of social actors, in the various institutions and spaces to which they belong, based on their levels and aspirations. The idea of investing in human capital was crystallized through the research and dissertations of SCHULTZ.

However, in spite of that, several attempts during that period dealt with the issue, which we find evident in the writings of SMITH, RICARDO, MARSHALL SCHULTZ and others, where their research aimed at the following: (Bin Makhoulf, A. Wadi, R. 2014: 09))

Attracting attention to the importance of the human element.

- Defining what human capital is.
- The introduction of the skills of the individual as one of its components.

Focusing on human investment to improve individual skills and productivity.

- Estimating the value of human capital to determine the economic importance of the stock of human resources, and to determine the economic value of

individuals for society. As well as determining the economic profitability of individuals for society.

- Investing in health, education and training.

Based on the foregoing, it can be said that there are many researchers and theorists who have understood the importance of investing in people, in order to achieve development and progress on a comprehensive scale, where, for example, MARSHALL believes that investment in human capital is of great importance as a national investment that affects the whole community With its various institutions and individuals.

Consequently, the most valuable form of capital in terms of value and at all levels is the one that man invests in, according to MARSHALL, because the economy itself has a limited value if it is not exploited for the sake of progress and this is done by relying on manpower that transforms material natural wealth from mere quantitative quantities. To diversified technological energies to achieve the desired progress. (Khalidi, F. Telati, F., Z. 2014: 04)

Investing in human capital includes a set of dimensions and indicators, according to what was stated in the Schultz thesis, which are focused around five methods, which are as follows: health, formal education for various social actors, non-formal education, such as eliminating illiteracy among individuals who did not have the opportunity to benefit from formal education Training and on-the-job training.

He also focused in his analysis on formal education among these methods, as it is a basic form of investment in human capital, taking into account two types of resources:

- Providing all necessary and necessary resources to complete the education process itself and acquire knowledge and competencies.

- Exploiting the income and income of lost work opportunities for the individual, which he could have obtained had he exploited them and did not enroll in education. (Ben Makhlouf, A. Wade, R. 2014: 10)

Based on the foregoing, this research paper will focus on investing in human capital in rural areas of the Sultanate through indicators: health, formal and informal education, training and training to benefit from these rural areas in the daily reality of its inhabitants on the one hand, and the overall economic development of the Sultanate on the other hand. .

4.3. Omani rural areas:

Rural areas in the Sultanate of Oman are characterized by a set of characteristics and characteristics that distinguish them from urban areas, as they are characterized by a structure that enables them to reproduce themselves by themselves, through inherited social and economic systems, which have known in recent years a set of changes that keep pace with contemporary reality.

From an economic point of view, as MENDRAS reminds us, agriculture is the main economic activity for a large number of rural dwellers, as it occupied a central pivotal position in the rural space, and dominated all areas in it, even what was associated with framing the population's social reality (MENDRAS. 1968: 66) in the countryside of the Sultanate. Like other rural areas in various societies.

The countryside is often referred to as the traditional traditional way of life based mainly on agriculture, of which the village forms a part, over a specific geographical extension with a specific name, upon which a group of people settle (Mahjoub, Y, A. 1999: 49). Rural areas in the Sultanate of Oman do not deviate from this scope, as they are mainly based on agricultural activity and the related divisions of work produced in the rural field.

Rural areas are also characterized by a set of characteristics that distinguish them from urban areas, which are almost common among the various Arab societies, expressing the nature of traditional life in the rural community in general, and the countryside in the Sultanate of Oman in particular, and they are as follows:

- The simple division of economic work that usually revolves around primarily agriculture, herding, and cattle breeding.
- Strong family relations based on patriarchy.
- The productive role of the extended family that dominates the social system in rural areas.
- Ownership of agricultural lands and their means of production.
- The high number of births as a result of early marriage and a woman's lack of interest in studying and reaching higher educational levels.
- Strong affiliation to the collective conscience prevailing in rural areas.

(MENDRAS. 1968: 68)

5. Theories of investment in human capital and rural areas:

The Schultz theory is the most famous theory that tried to define the concept of human capital as it was previously mentioned, and he embodied his vision of this concept by adopting or formulating three basic assumptions centered on the following:

1. Economic growth, which cannot be explained by an increase in material inputs, is mainly due to the increase in the accumulated stock of human capital.
2. Differences in revenues can be explained according to the difference in the amount of human capital invested in individuals.
3. Income equity can be achieved by increasing the ratio of human capital to physical capital. (Baba Saeed, L. 2014-2015: 21)

It should be recalled that SCHULTZ focused on a set of important indicators according to his theory of investment in human capital, represented as previously mentioned: Health, given that the social actor who suffers from a defect in the health aspect is not considered a productive human resource but rather a consumer only, which affects On human capital in general, and on it on productivity and the economic aspect.

In addition, education, both formal and informal, is considered a basic method and has priority in investing in human capital, as it produces a range of impacts that range from short, medium and long term. Also, education is what enables a person to learn various skills that benefit him in his life in general, and in his cost-effectiveness and productivity more accurately.

Hence, various governments and countries, including the Sultanate of Oman, have developed a set of strategies and plans aimed at spreading education among the various groups of society, whether urban or rural, in order to keep pace with the various developments and changes in the local and global levels.

Without forgetting both training and training, and the essential role that they play in improving the skills and competencies of human capital in various fields, which is reflected in the social reality of human beings, especially with regard to their economic aspect, in light of the current international and local changes.

Numerous studies mention that SCHULTZ focused his research on the relationship between investment in human capital and productivity in the agricultural field, especially in the countryside of the United States of America, and found through his observations and concerns in this context that there is a remarkable development in agricultural productivity after the subordination of farmers from the rural population To education through a set of specialized scholarships in the context of investment in rural human capital.

Through his observations, he concluded that the most important indicator related to investment in human capital is education, because the latter causes radical changes to man, whether in terms of thinking and representations, or in terms of actions and practices. Based on this, it can be said that spreading education in rural areas would greatly improve the status of their adherents, improve their productive culture, and raise their productivity, in a way that serves the interest of their community on the one hand, and the state in which they live and come from on the other hand.

6. The effectiveness of investing in the human head in the Omani rural space:

It is possible to talk about the effectiveness of investing in human capital in rural areas in the Sultanate of Oman by relying on the aforementioned indicators, which were created by SCHULTZ through his thesis and exhibition of his work and research on the issue under discussion, where the effects on the living reality of the rural population are represented in the following reasons:

6.1. Formal Education:

The official education index is the most prominent and most important mechanism through which states and societies work to produce individuals with diverse and multiple competencies and skills according to the field to which they belong, as all governments focus on the educational aspect, and pay great attention to programs and educational contents for different levels.

These contents are usually directed to all social actors, whether they belong to the urban space or rural areas without difference, as the Sultanate views education as the main entry point for every dimension of sustainable development.

It should be noted in this context that education in the Sultanate of Oman is a right for everyone guaranteed by the Basic Law of the State, and gender equality and quality in education are among the basic principles guiding

educational work in the Sultanate of Oman (Voluntary National Report of the Sultanate of Oman 2019: 61)

From this, we note that the right to formal education is guaranteed to everyone without exception, and rural residents are equal in that with city and urban residents, in order to achieve actual investment in human capital,

in the medium and long term, in order to establish rural areas that preserve their traditional pattern of existence, and are aware of At the same time, its role and utmost importance in the development of Omani society in general, based on its local rural domain.

In order to reach the upgrading of human capital, we find that the Sultanate of Oman ranks (19 out of 126) in the ratio of spending on education to GDP in the Global Innovation Index, and education is part of the strategic directions of Oman's future vision 2040, which emphasizes Inclusive education, sustainable learning and scientific research leading to a knowledge society and competitive national capabilities (The Sultanate of Oman Voluntary National Report 2019: 61)

6.2. Informal Education:

Good education policies constitute the main pillar in investing in human capital, even when it comes to informal, as they aim to provide individuals with various knowledge and experiences from which they proceed according to their specialization to different fields of work, and to the local social reality to which they belong.

In addition, this type of investment in human capital seeks to recover from formal education that individuals have missed, especially in rural areas, which until recent times were known to have a high rate of illiteracy in them, compared to cities and cities.

In order to achieve this realization in investing in human capital in rural areas, the Sultanate has devoted great attention to literacy and adult education, as it applies the adult education system, with the aim of providing opportunities for all, which is parallel education to regular education from grades (7-12), and students enroll in it. Those who are free from illiteracy, or those who have completed the sixth grade in formal education and then drop out of regular school for various reasons.

Enrollment in it is required that the students are over the legal age in formal education. (The Sultanate of Oman Voluntary National Report 2019: 63)

Based on what was stated in the above text, issued by the Higher Council for Planning in the Sultanate of Oman, we note the official interest in investing in human capital by relying on education, whether formal, formal or informal, in order to achieve the strategic vision of sustainable development and progress in the Sultanate.

Education also contributes to building and building awareness among the inhabitants of rural areas of the importance that these spaces achieve, especially with regard to the economic aspect and the development of the Sultanate, as the education of farmers, for example, results in better return on the scope of their work in agriculture, which guarantees self-sufficiency and food security. In Amman. In addition to what the members of rural areas can provide in terms of locally manufactured economic products, at the level of rural families who can be considered productive families par excellence in the field of handicrafts and traditional crafts.

6.3. Health:

The concerned authorities in the Sultanate of Oman are interested in providing the appropriate amount of health care to all individuals belonging to it, and this expresses the awareness of these authorities of the great importance of investing in the health aspect of human capital, but they face a major obstacle

to covering rural areas in terms of health, given that these areas are It contains a very small population compared to the cities and cities known for their high population density.

The dispersal of the population in rural areas and their lack of concentration in a significant density in certain areas, in addition to the geographical difficulty in terms of the presence of mountains, affect the provision of necessary health care for all the inhabitants of rural areas.

However, the concerned authorities are striving to improve their neighborhood services in these areas despite bearing many financial and material burdens for this, believing that investing in human capital is the safest way to achieve sustainable development goals in the Sultanate.

6.4. Composition:

Training is also among the important indicators in the matter of investing in human capital, as it occupies a fundamental position within the administrative activities that FAYOL talks about, for example, represented in: planning, organizing, issuing orders, coordination and finally control. (AKTOUF, Omar.1989: 32) Whereas, all these processes and activities are based on formation.

Given its importance, especially with regard to improving working methods and thinking, and developing the skills of the workforce, whatever the field to which it belongs, the Sultanate seeks to provide permanent and continuous training for the rural population in the field of agriculture in particular. They have to develop their capabilities in the context of dealing with modern technologies in agriculture, in order to achieve better and greater yields and productivity, and to provide high-quality agricultural crops that cover the local and national needs of the Sultanate's population.

In order to achieve this basic and basic goal in all countries' economies, the inhabitants of rural areas have turned, based on their awareness of the

importance of food security, to training in the agricultural field, in order to guarantee a return that appears in the form of increasing and improving the efficiency of workers (Siraj, W. Sitti, A., H. 2011: 15) in agriculture and is evident through quality agricultural products, and from it the achievement of the objectives of investment in human capital.

6.5. Training:

Training is no less important than the indicators and mechanisms that were previously mentioned, since it is from it that the social actor can efficiently acquire skills and experiences, which is directly reflected in his daily reality and his lifestyle in general, and his productive capabilities in particular.

Hence, it can be seen how farmers in rural areas are trained to use and employ the means of production available to them, in line with technological development in order to improve agricultural productive capacity, whether related to machinery and equipment, or fertilizers useful in this field, especially since agriculture is of great importance in achieving security. Food for the Sultanate, and farmers' awareness of that.

We also find that their training and awareness of their agricultural properties, and the challenges of water suitable for irrigation in the Sultanate, makes them respect the peculiarities of their country and its natural geography, in order to obtain good agricultural products, without harming their natural resources provided by the water.

On the other hand, and considering that Omani rural families are productive families, training individuals interested in the field of traditional handicrafts would raise the quality of these products and benefit from them in order to

improve the economic conditions of families and women staying at home in the countryside.

Especially in light of the current conditions, which are witnessing a great increase in the value of handcrafted products, which express the culture of the Omani rural community and its originality, in addition to translating these products to the civilized identity of the rural dwellers, as they are more attached to traditional values and local culture than the inhabitants of urban spaces and cities.

7. Investing in rural human capital and the Omani economy:

Based on the aforementioned data on investing in human capital in the rural areas of the Sultanate of Oman, it can be said that this process enables these areas to achieve economic benefit on two basic levels: the local level and the national level.

7.1. The local level:

Investing in human capital influences the local community through the following:

Raising awareness among the population of rural areas through the education process, whether formal or informal, which in turn affects the living reality of individuals, as their perception of their presence and role in the Sultanate in general changes, as they will improve their economic situation by relying on the resources available in Their geographical surroundings, without the need to migrate to the city to achieve themselves, and their social mobility from one nature to another.

Training and training of individuals working in agriculture enables them to reach the production of good agricultural crops, which will bring them financial

benefit, and thus improve their social position within their space, and their exit from the circle of poverty into the world of abundant agricultural production.

- Developing the productive skills and competencies of the artisanal category of the rural population would provide a respectable material income for productive families in this context, which directly affects their lifestyle and financial freedom.

Providing health care to individuals living in rural areas directly affects their health and the rise of their average life, making them enjoy good health, which is reflected in their productive capacities, whether it is related to agriculture or traditional handicrafts.

7.2. At the national level within the Sultanate:

- Investing in human capital in rural areas affects changing the productive mentality of individuals, especially in the field of agriculture, which results in an increase in their productivity in this regard, which will achieve an important economic source in the sustainable development of the country, and the preservation of its food security and self-sufficiency. It also reflects positively on its economic strength, and on its political and sovereign independence.

- Realizing investment in the human element in terms of health care that directly affects the economy of the Sultanate, as the population of rural areas enjoys good health avoids spending large sums of money in order to fight diseases and epidemics, and in return it enables them to benefit from these funds in advancing sustainable development.

The traditional products manufactured in rural areas are known to be very popular as commodities offered for sale, due to their high quality, and their expression of the local cultural specificity of any human society, and from here we find that investing in human capital can increase the productivity of these goods, which will bring economic benefit to the Sultanate.

8. Results:

Through the theoretical approach to the issue of effective investment in human capital in rural areas in the Sultanate of Oman, the following results were reached:

Capital is not confined to the physical and financial aspects only, but rather goes beyond that to the most important component of capital, which is the human aspect.

- Many theorists and thinkers called for the necessity of investing in human capital, as it is the one in control of the exploitation of the rest of the natural resources and means of production that control material yield and productivity.

Investing in human capital through education, whether formal or informal, would raise awareness among residents of rural areas in the Sultanate of Oman, which would be reflected in their lifestyle, and their contribution to strengthening the national economy of the Sultanate.

Providing health care to individuals belonging to rural areas significantly affects their productive capacity, and saves the authorities concerned significant sums of money, which can be used in development projects for these areas.

Training and training of individuals belonging to rural areas would affect their productivity in terms of whether in the field of agriculture or traditional handicrafts, which would positively affect the national economy.

9. Recommendations:

The most important suggested recommendations are as follows:

- Study the topic as a field study based on participation and field observation, in order to approach the actual problems faced by the inhabitants of rural areas in the Sultanate of Oman, and to try to solve them by investing in human capital within special strategies directed to these areas.

Providing neighborhood health centers in rural areas to reach the Sultanate's goals of health care and welfare.

Encouraging traditional handicraft products and making use of them to introduce the Sultanate's local rural heritage, as an essential part of investment strategies in human capital.

- Providing neighborhood training and training centers for the nature of agricultural production in every rural region of the Sultanate of Oman, commensurate with the nature of the region.

10. Conclusion:

Investing in human capital is considered one of the most effective types of investment in various geographical and economic fields in general, and in rural areas more precisely, given what this investment provides in terms of strategies seeking to develop people, considering that it is the main party in the various production processes on the one hand, and in Exploitation of material and natural resources on the other hand.

Therefore, it is objective to say that the most successful investment for the countries, governments and authorities concerned is that related to the development of human capabilities and competencies, in terms of being more wealth and higher value than others on the one hand, and considering that this investment reaps its fruits in several stages of time: the short term in terms of formation And rehabilitation, the medium term in terms of continuous training and the beginning of the increase in productivity, and finally in the long term in

the future, in terms of achieving sustainable development in the Sultanate, and its achievement of food security and economic development.

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