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The Travel & Tourism Competitiveness Report 2011

Beyond the Downturn

Jennifer Blanke, World Economic Forum
Thea Chiesa, World Economic Forum

World Economic Forum
Geneva, Switzerland 2011

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Editors

The full version of the *Report* with Country Profiles and Data Tables is available at **www.weforum.org/ttcr**

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The Travel & Tourism Competitiveness Report 2011 is published by the World Economic Forum within the framework of the Centre for Global Competitiveness and Performance and the Industry Partnership Programme for Aviation, Travel & Tourism.

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We thank Hope Steele for her superb editing work and Neil Weinberg for his excellent graphic design and layout.

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World Economic Forum
Geneva

ISBN-13: 978-92-95044-96-8

This book is printed on paper suitable for recycling and made from fully managed and sustained forest sources.

Printed and bound in Switzerland by SRO-Kundig.

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Preface

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After two years during which the Travel & Tourism (T&T) sector faced a myriad of obstacles, it is now emerging from the most difficult period in its recent history. The industry has faced not only the global economic crisis and volatile oil prices, but also climatic disturbances, multiple security incidents, pandemics, and strikes among industry personnel. Following all these shocks, the sector is now witnessing a gradual recovery, with emerging markets leading the way. Indeed, after a significant contraction in 2009, international tourist arrivals picked up again in 2010 and have returned to their pre-crisis peak level. The World Travel & Tourism Council (WTTC) estimates that, from direct and indirect activities combined, the T&T sector now accounts for a remarkable 9.2 percent of global GDP, 4.8 percent of world exports, and 9.2 percent of world investment.

The T&T sector thus clearly remains a critical one for the world economy, accounting for a significant share of global employment and also providing an important opportunity for developing countries to move up the value chain toward the production of higher-value-added services. In this context, an analysis of the T&T competitiveness of individual economies around the world remains pertinent. This is the objective of this fourth edition of *The Travel & Tourism Competitiveness Report* (TTCR).

The World Economic Forum has for the past five years engaged key industry and thought leaders through its Aviation, Travel & Tourism Industry Partnership Programme to carry out an in-depth analysis of the T&T competitiveness of economies around the world. The aim is to provide a platform for multi-stakeholder dialogue to ensure the development of strong and sustainable national T&T industries capable of contributing effectively to international economic development. The theme of this edition of the TTCR, "Beyond the Downturn," reflects the cautiously optimistic outlook and many complexities still facing the industry that must be overcome to ensure strong sectoral growth going into the future.

At the core of this year's *Report* is the fourth edition of the Travel & Tourism Competitiveness Index (TTCI). The aim of the TTCI, which covers a record 139 economies this year, is to provide a comprehensive strategic tool for measuring "the factors and policies that make it attractive to develop the T&T sector in different countries." By providing detailed assessments of the T&T environments in countries worldwide, the results can be used by all stakeholders to work together to improve the industry's competitiveness in their national economies, thereby contributing to national growth and prosperity. It also allows countries to track their progress over time in the various areas measured.

The full *Report* is downloadable from www.weforum.org/ttcr and contains detailed profiles for each of the 139 economies featured in the study, as well as an extensive section of data tables with global rankings covering over 70 indicators included in the TTCI. In addition, it includes insightful contributions from a number of industry experts. These chapters explore issues such as the impact of the recent economic and financial crisis on the tourism industry, the opportunities for increasing the sector's competitiveness, and the important role to be played by Travel & Tourism in the emerging green economy.

The Travel & Tourism Competitiveness Report 2011 could not have been put together without the distinguished thinkers who have shared with us their knowledge and experience. We are grateful to our Strategic Design Partner Booz & Company, and our Data Partners Deloitte, the International Air Transport Association (IATA), the International Union for Conservation of Nature (IUCN), the World Tourism Organization (UNWTO), and the World Travel & Tourism Council (WTTC) for helping us to design and develop the TTCI and for providing much of the industry-relevant data used in its calculation. We thank our Industry Partners in this *Report*—Airbus, Bombardier, Etihad Airways, Gulf Air, Hertz, Jet Airways, Jumeirah, Rolls-Royce, Silversea, SWISS, and Visa—for their support in this important venture.

We also wish to thank the editors of the *Report,* Jennifer Blanke and Thea Chiesa, for their energy and their commitment to the project. Appreciation goes to the members of the competitiveness team: Ciara Browne, Roberto Crotti, Margareta Drzeniek Hanouz, Thierry Geiger, Satu Kauhanen, Irene Mia, and Pearl Samandari. Finally, we would like to convey our sincere gratitude to our network of 150 Partner Institutes worldwide, without whose hard work the annual administration of the Executive Opinion Survey and this *Report* would not be possible.

Executive Summary

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THEA CHIESA

World Economic Forum

The Travel & Tourism (T&T) industry is slowly recovering from the economic downturn, with the strong recovery in emerging economies compensating somewhat for the still weaker mature markets in Europe and North America. In this context, this fourth edition of *The Travel & Tourism Competitiveness Report* is being released at a time when the industry is looking for ways to develop new market segments and attract new customers.

Indeed, Travel & Tourism remains a critical economic sector worldwide, with the potential to provide economic growth and development internationally. A growing national T&T sector contributes to employment, raises national income, and can improve the balance of payments. Thus the sector is an important driver of growth and prosperity, and, particularly within developing countries, it can also play a key role in poverty reduction.

Although developing the T&T sector provides many benefits, numerous obstacles at the national level continue to hinder its development. In this context, five years ago the World Economic Forum, together with its Industry and Data Partners, embarked on a multi-year research effort aimed at exploring various issues related to the T&T competitiveness of countries around the world. This year's *Report* is published under the theme "Beyond the Downturn," which reflects the forward-looking attitude of the sector as it aims to ensure strong growth going into the future.

The Travel & Tourism Competitiveness Index

Although developing the T&T sector provides many benefits, numerous obstacles at the national level continue to hinder its development. The Travel & Tourism Competitiveness Index (TTCI) aims to measure the many different regulatory and business-related issues that have been identified as levers for improving T&T competitiveness in countries around the world. Through detailed analysis of each pillar and subpillar of the Index, businesses and governments can address their particular challenges to the sector's growth.

The TTCI has been developed within the context of the World Economic Forum's Industry Partnership Programme for the Aviation, Travel & Tourism sector. The Index was developed in close collaboration with our Strategic Design Partner Booz & Company and Data Partners Deloitte, the International Air Transport Association (IATA), the International Union for Conservation of Nature (IUCN), the World Tourism Organization (UNWTO), and the World Travel & Tourism Council (WTTC). We have also received important feedback from a number of key companies that are Industry Partners in the effort, namely Airbus, Bombardier, Etihad Airways, Gulf Air, Hertz, Jet Airways, Jumeirah, Rolls-Royce, Silversea, SWISS, and Visa.

The TTCI aims to measure *the factors and policies that make it attractive to develop the T&T sector in different countries.* It is based on three broad categories of variables that facilitate or drive T&T competitiveness. These categories are summarized into the three subindexes of the Index: (1) the T&T regulatory framework subindex; (2) the T&T business environment and infrastructure subindex; and (3) the T&T human, cultural, and natural resources subindex. The first subindex captures those elements that are policy related and generally under the purview of the government; the second subindex captures elements of the business environment and the "hard" infrastructure of each economy; and the third subindex captures the "softer" human, cultural, and natural elements of each country's resource endowments.

Each of these three subindexes is composed in turn by a number of pillars of T&T competitiveness, of which there are 14 in all. These are:

1. *Policy rules and regulations*
2. *Environmental sustainability*
3. *Safety and security*
4. *Health and hygiene*
5. *Prioritization of Travel & Tourism*
6. *Air transport infrastructure*
7. *Ground transport infrastructure*
8. *Tourism infrastructure*
9. *ICT infrastructure*
10. *Price competitiveness in the T&T industry*
11. *Human resources*
12. *Affinity for Travel & Tourism*
13. *Natural resources*
14. *Cultural resources*

Each of the pillars is, in turn, made up of a number of individual variables. The dataset includes both Survey data from the World Economic Forum's annual Executive Opinion Survey, and quantitative data from publicly available sources, international organizations, and T&T institutions and experts (for example, IATA, IUCN, the UNWTO, WTTC, UNCTAD, and UNESCO). The Survey is carried out among CEOs and top business leaders in all economies covered by our research; these are the people making the investment decisions in their respective economies. The Survey provides unique data on many qualitative institutional and business environment issues, as well as specific issues related to the T&T industry and the quality of the natural environment. The exact methodology underlying the construction of the TTCI is described in Chapter 1.1.

The Travel & Tourism Competitiveness Index rankings 2011

Table 1 shows the overall rankings for the 139 countries included in this year's TTCI, comparing this year's rankings with those from the 2009 edition of the *Report*. The table shows that Switzerland remains the top-ranked country, a place it has held since the first edition of the *Report*.

Tables 2–6 show the rankings in a regional context, grouping countries into the following five regional groups: Europe, the Americas, Asia Pacific (including Central Asia), the Middle East and North Africa, and sub-Saharan Africa. We discuss here a selection of countries from each region to provide a sense of the results and how they are interpreted at the national level. More countries are discussed in detail in Chapter 1.1.

Europe

Table 1 shows that many countries from Europe do very well in the rankings, with all of the top 5 places taken by European countries and 14 of the top 20 countries hailing from the region. Table 2 shows the rankings just for European countries, with the first column showing the rank within the region and the second column showing the overall rank out of all 139 economies included in the Index this year. As the table shows, Switzerland is ranked 1st. Germany, France, Austria, Sweden, the United Kingdom, and Spain follow as the other countries among the top 10 overall.

Switzerland is a country rich in cultural and natural resources, including an impressive number of World Heritage cultural and natural sites for a country of its size. A large percentage of the country's land area is protected and the natural environment is assessed as being among the most pristine in the world (ranked 5th). This natural heritage is buttressed by a strong national focus on environmental sustainability: Switzerland is ranked 2nd overall on this pillar, based on strong and well-enforced environmental legislation and with a particular focus on developing the T&T sector sustainably.

Switzerland is not only an attractive leisure tourism destination but is also an important business travel hub, with many international fairs and exhibitions held in the country each year. Staffing of the industry is facilitated by the availability of qualified labor to work in Travel & Tourism (ranked 2nd), perhaps not surprising in a country with many of the best hotel management schools. Added to these strengths is Switzerland's excellent ground transport infrastructure (ranked 5th), with top-quality roads and railroads and an excellent domestic transport network. Also well assessed is the specific tourism infrastructure (ranked 8th), with readily available hotel rooms and automated teller machines (ATMs) for cash withdrawals. Such high-quality infrastructure makes a tourist's stay in the country easy and comfortable, an experience that is reinforced by the high level of general safety and security (ranked 2nd, just behind Finland).

Germany is ranked 2nd out of all countries in the TTCI, having moved up one place since the last assessment and overtaking Austria. The country is characterized by abundant cultural resources, ranked 6th worldwide for its 32 World Heritage cultural sites, 2nd

Table 1: Travel & Tourism Competitiveness Index 2011 and 2009 comparison

	2011		2009
Country/Economy	Rank/139	Score	Rank/133
Switzerland	1	5.68	1
Germany	2	5.50	3
France	3	5.41	4
Austria	4	5.41	2
Sweden	5	5.34	7
United States	6	5.30	8
United Kingdom	7	5.30	11
Spain	8	5.29	6
Canada	9	5.29	5
Singapore	10	5.23	10
Iceland	11	5.19	16
Hong Kong SAR	12	5.19	12
Australia	13	5.15	9
Netherlands	14	5.13	13
Luxembourg	15	5.08	23
Denmark	16	5.05	14
Finland	17	5.02	15
Portugal	18	5.01	17
New Zealand	19	5.00	20
Norway	20	4.98	19
Ireland	21	4.98	18
Japan	22	4.94	25
Belgium	23	4.92	22
Cyprus	24	4.89	21
Estonia	25	4.88	27
Malta	26	4.88	29
Italy	27	4.87	28
Barbados	28	4.84	30
Greece	29	4.78	24
United Arab Emirates	30	4.78	33
Czech Republic	31	4.77	26
Korea, Rep.	32	4.71	31
Slovenia	33	4.64	35
Croatia	34	4.61	34
Malaysia	35	4.59	32
Montenegro	36	4.56	52
Taiwan, China	37	4.56	43
Hungary	38	4.54	38
China	39	4.47	47
Bahrain	40	4.47	41
Thailand	41	4.47	39
Qatar	42	4.45	37
Mexico	43	4.43	51
Costa Rica	44	4.43	42
Puerto Rico	45	4.42	53
Israel	46	4.41	36
Tunisia	47	4.39	44
Bulgaria	48	4.39	50
Poland	49	4.38	58
Turkey	50	4.37	56
Latvia	51	4.36	48
Brazil	52	4.36	45
Mauritius	53	4.35	40
Slovak Republic	54	4.35	46
Lithuania	55	4.34	49
Panama	56	4.30	55
Chile	57	4.27	57
Uruguay	58	4.24	63
Russian Federation	59	4.23	59
Argentina	60	4.20	65
Oman	61	4.18	68
Saudi Arabia	62	4.17	71
Romania	63	4.17	66
Jordan	64	4.14	54
Jamaica	65	4.12	60
South Africa	66	4.11	61
Brunei Darussalam	67	4.07	69
India	68	4.07	62
Peru	69	4.04	74
Lebanon	70	4.03	n/a
Albania	71	4.01	90
Dominican Republic	72	3.99	67
Georgia	73	3.98	73
Indonesia	74	3.96	81
Egypt	75	3.96	64
Macedonia, FYR	76	3.96	80
Colombia	77	3.94	72
Morocco	78	3.93	75
Trinidad and Tobago	79	3.91	84
Vietnam	80	3.90	89
Sri Lanka	81	3.87	78
Serbia	82	3.85	88
Azerbaijan	83	3.85	76
Namibia	84	3.84	82
Ukraine	85	3.83	77
Guatemala	86	3.82	70
Ecuador	87	3.79	96
Honduras	88	3.79	83
Cape Verde	89	3.77	n/a
Armenia	90	3.77	91
Botswana	91	3.74	79
Gambia, The	92	3.70	87
Kazakhstan	93	3.70	92
Philippines	94	3.69	86
Kuwait	95	3.68	95
El Salvador	96	3.68	94
Bosnia and Herzegovina	97	3.63	107
Guyana	98	3.62	102
Moldova	99	3.60	93
Nicaragua	100	3.56	103
Mongolia	101	3.56	105
Rwanda	102	3.54	n/a
Kenya	103	3.51	97
Senegal	104	3.49	101
Syria	105	3.49	85
Venezuela	106	3.46	104
Kyrgyz Republic	107	3.45	106
Ghana	108	3.44	110
Cambodia	109	3.44	108
Tanzania	110	3.42	98
Zambia	111	3.40	100
Nepal	112	3.37	118
Algeria	113	3.37	115
Iran, Islamic Rep.	114	3.37	n/a
Uganda	115	3.36	111
Swaziland	116	3.35	n/a
Bolivia	117	3.35	114
Tajikistan	118	3.34	109
Zimbabwe	119	3.31	121
Benin	120	3.30	120
Malawi	121	3.30	117
Ethiopia	122	3.26	123
Paraguay	123	3.26	122
Libya	124	3.25	112
Pakistan	125	3.24	113
Cameroon	126	3.18	125
Madagascar	127	3.18	116
Mozambique	128	3.18	124
Bangladesh	129	3.11	129
Nigeria	130	3.09	128
Côte d'Ivoire	131	3.08	130
Burkina Faso	132	3.06	126
Mali	133	3.05	119
Timor-Leste	134	2.99	n/a
Lesotho	135	2.95	132
Mauritania	136	2.85	127
Burundi	137	2.81	131
Angola	138	2.80	n/a
Chad	139	2.56	133

(Cont'd.)

Table 2: The Travel & Tourism Competitiveness Index 2011: Europe

				SUBINDEXES					
	OVERALL INDEX			T&T regulatory framework		T&T business environment and infrastructure		T&T human, cultural, and natural resources	
Country/Economy	Regional rank	Overall rank	Score	Rank	Score	Rank	Score	Rank	Score
Switzerland	1	1	5.68	1	5.99	1	5.58	2	5.48
Germany	2	2	5.50	12	5.67	2	5.57	5	5.26
France	3	3	5.41	7	5.71	8	5.35	9	5.18
Austria	4	4	5.41	3	5.89	12	5.19	10	5.13
Sweden	5	5	5.34	11	5.67	15	5.15	8	5.21
United Kingdom	6	7	5.30	21	5.35	11	5.27	3	5.28
Spain	7	8	5.29	22	5.34	10	5.32	6	5.22
Iceland	8	11	5.19	2	5.90	6	5.36	41	4.31
Netherlands	9	14	5.13	16	5.50	18	5.10	16	4.78
Luxembourg	10	15	5.08	14	5.51	7	5.35	38	4.37
Denmark	11	16	5.05	15	5.51	16	5.11	26	4.53
Finland	12	17	5.02	5	5.74	30	4.75	25	4.55
Portugal	13	18	5.01	19	5.47	24	4.84	17	4.73
Norway	14	20	4.98	8	5.71	26	4.79	32	4.45
Ireland	15	21	4.98	10	5.68	23	4.88	37	4.37
Belgium	16	23	4.92	18	5.48	35	4.66	20	4.64
Cyprus	17	24	4.89	23	5.33	14	5.15	44	4.19
Estonia	18	25	4.88	17	5.50	19	5.09	50	4.06
Malta	19	26	4.88	9	5.69	22	4.93	54	4.02
Italy	20	27	4.87	45	5.00	27	4.79	15	4.83
Greece	21	29	4.78	34	5.11	29	4.75	29	4.48
Czech Republic	22	31	4.77	26	5.26	37	4.56	31	4.48
Slovenia	23	33	4.64	29	5.19	33	4.70	53	4.03
Croatia	24	34	4.61	42	5.02	36	4.58	43	4.23
Montenegro	25	36	4.56	32	5.15	49	4.15	36	4.38
Hungary	26	38	4.54	24	5.29	45	4.28	48	4.06
Bulgaria	27	48	4.39	54	4.79	44	4.32	51	4.05
Poland	28	49	4.38	49	4.86	65	3.81	30	4.48
Turkey	29	50	4.37	66	4.58	55	4.02	28	4.50
Latvia	30	51	4.36	38	5.07	39	4.36	83	3.66
Slovak Republic	31	54	4.35	39	5.05	57	3.96	52	4.04
Lithuania	32	55	4.34	33	5.14	46	4.21	85	3.66
Russian Federation	33	59	4.23	73	4.49	53	4.07	45	4.15
Romania	34	63	4.17	51	4.85	66	3.80	66	3.84
Albania	35	71	4.01	53	4.79	91	3.30	61	3.93
Georgia	36	73	3.98	35	5.11	94	3.21	92	3.62
Macedonia, FYR	37	76	3.96	56	4.78	78	3.49	93	3.62
Serbia	38	82	3.85	67	4.57	84	3.39	94	3.60
Ukraine	39	85	3.83	64	4.63	76	3.53	118	3.33
Armenia	40	90	3.77	58	4.75	100	3.09	107	3.47
Bosnia and Herzegovina	41	97	3.63	92	4.24	97	3.14	103	3.49
Moldova	42	99	3.60	68	4.57	98	3.11	129	3.12

for the number of international fairs and exhibitions held in the country, and 3rd for its creative industries. The country's infrastructure is among the best in the world, ranked 3rd for the quality of its ground transport infrastructure and 7th for its air transport infrastructure. In addition, Germany makes great efforts to develop the T&T industry in a sustainable way, with the world's most stringent and best-enforced environmental regulations and strong support of international environmental efforts, as demonstrated through its ratification of many international environmental treaties.

France moves up this year by one place to 3rd position, also overtaking Austria. France attracts tourists with its rich cultural heritage (ranked 4th for the number of World Heritage cultural sites and 7th for creative industries). The country also hosts many international fairs and exhibitions (ranked 5th), thereby attracting business travelers as well. France's ground transport infrastructure is among the best in the world (ranked 4th), with the quality of roads and railroads particularly well assessed, as well as its air transport infrastructure (ranked 6th). Ensuring that the sector is developed in a sustainable way is also a significant priority for the government, with France ranked 9th on this pillar.

Austria drops by two positions this year, although the country is still ranked a high 4th out of all 139 economies. Its ranking is attributable to its rich cultural resources, with eight World Heritage cultural sites, rich creative industries, and many fairs and exhibitions catering to business travelers. The natural environment is also well assessed, along with the country's focus on environmental sustainability (ranked 5th). In addition, Austrians are perceived as open and welcoming to foreign travelers. Austria's tourism infrastructure is assessed as second to none, with abundant car rental facilities, hotel accommodations, and ATMs. Other strengths include Austria's assessment as one of the safest countries in the world (ranked 10th) and its excellent health and hygiene levels (ranked 3rd).

Sweden joins the top five countries for the first time, having improved by two places since the 2009 T&T *Report*. The country is ranked 1st out of all countries in three key areas that span the three subindexes of the TTCI: environmental sustainability, ICT infrastructure, and cultural resources. The country's supportive policy environment (ranked 8th), excellent safety and security environment (7th), and excellent air transport infrastructure (10th) contribute to this strong result and help the country to overcome its lack of price competitiveness (ranked 120th).

The United Kingdom moves up by an impressive four positions since the last edition of the *Report* to reach 7th place this year. The country's T&T competitiveness is based on its excellent cultural resources (ranked 3rd), strong human resources (ranked 8th), and solid ICT and air transport infrastructures (ranked 9th and 5th, respectively). The country also benefits from a supportive policy environment as well as significant focus on environmental sustainability. Its rise in rank since the last assessment is driven largely by greater safety and security, a greater affinity for Travel & Tourism in the country, and more competitive prices, particularly hotel prices.

Spain is ranked behind the United Kingdom within Europe, falling two places to 8th position. The country is ranked 2nd worldwide for the richness of its cultural resources, with many World Heritage sites, a large number of international fairs and exhibitions, and a significant sports stadium capacity. Spain's tourism infrastructure is ranked 8th internationally, with many hotel rooms, car rental facilities, and ATMs, and its air transport infrastructure also gets good marks (ranked 8th). The government prioritizes the sector significantly, taking great care to collect comprehensive and timely data on the T&T sector, and the country makes strong efforts to attract tourists through solid destination-marketing campaigns and by ensuring Spain's presence at many international tourism fairs. Spain's decline in rank is driven in large part by increased concerns about the availability of qualified labor and a comparative weakening of some aspects of the policy environment.

Italy moves up by one position to 27th overall, and is ranked 20th in Europe. As well as its cultural richness, with many World Heritage Sites, international fairs and exhibitions, and rich creative industries, Italy's strengths lie in areas such as the health and hygiene of the country (27th), its air transport infrastructure (30th), and especially its excellent tourism infrastructure (ranked 1st). However, it faces a number of challenges that bring its overall rating down. These include policy rules and regulations, where Italy ranks 84th (consistently getting worse over the past few years) because of its lack of foreign ownership (ranked 112th) and its lack of transparency in government policymaking (119th). In addition, ground transport infrastructure requires upgrading, there is insufficient focus on developing the sector in an environmentally sustainable way, and the country continues to suffer from a lack of price competitiveness.

Greece is ranked 21st in Europe and 29th overall, down by five positions since the last assessment. The country benefits from rich cultural resources (ranked 25th), excellent health and hygiene (ranked 20th overall), and a top-notch tourism infrastructure (5th). Further, there is a strong national affinity for tourism compared with many other European countries, including a generally open and positive attitude toward tourists (26th). The decline in rank can be traced to factors such as a weaker policy environment and increased concerns about safety and security, as well as a lower prioritization of Travel & Tourism within the country (perhaps not surprising given the country's recent more general economic travails).

The Americas

Table 3 shows the regional rankings for the countries in the Americas. As this table shows, the **United States** is the highest-ranked country in the Americas and 6th out of all countries, up two positions from the last assessment and with a somewhat stable performance since the TTCI was conceived. The country places 3rd for its overall business environment and infrastructure and 1st for its human, cultural, and natural resources. In particular, the United States has an excellent air transport infrastructure (ranked 2nd) and high-quality tourism infrastructure. Its cultural resources are ranked 6th and its natural resources are ranked 3rd out of all countries, with many nationally protected areas and many World Heritage natural sites, although a perception exists that the environment is not being sufficiently protected (ranked 105th for environmental sustainability).

Canada falls four places this year to 9th overall and 2nd in the region. Canada's natural resources constitute a key strength, with the country's nine World Heritage natural sites placing it 4th internationally. Its cultural resources are also a strong point, with many international fairs and exhibitions in the country and strong creative industries in particular. Canada's air transport infrastructure is ranked 1st out of all countries, and it also gets good marks for its tourism and ICT infrastructure, facilitating the online T&T environment. Canada's policy environment is very conducive to the development of the sector (ranked 4th, up one place since the 2009 T&T *Report*).

Table 3: The Travel & Tourism Competitiveness Index 2011: The Americas

				SUBINDEXES					
	OVERALL INDEX			T&T regulatory framework		T&T business environment and infrastructure		T&T human, cultural, and natural resources	
Country/Economy	Regional rank	Overall rank	Score	Rank	Score	Rank	Score	Rank	Score
United States	1	6	5.30	44	5.01	3	5.42	1	5.48
Canada	2	9	5.29	25	5.28	5	5.38	7	5.21
Barbados	3	28	4.84	20	5.45	21	4.99	47	4.07
Mexico	4	43	4.43	74	4.48	61	3.91	13	4.90
Costa Rica	5	44	4.43	47	4.92	58	3.95	33	4.43
Puerto Rico	6	45	4.42	40	5.05	38	4.55	88	3.65
Brazil	7	52	4.36	80	4.40	75	3.55	11	5.13
Panama	8	56	4.30	52	4.84	52	4.08	57	3.97
Chile	9	57	4.27	48	4.91	56	3.99	62	3.89
Uruguay	10	58	4.24	30	5.19	71	3.62	60	3.93
Argentina	11	60	4.20	72	4.51	70	3.66	35	4.41
Jamaica	12	65	4.12	55	4.79	59	3.93	87	3.65
Peru	13	69	4.04	87	4.30	82	3.40	34	4.42
Dominican Republic	14	72	3.99	63	4.66	69	3.66	89	3.65
Colombia	15	77	3.94	102	4.17	92	3.30	39	4.36
Trinidad and Tobago	16	79	3.91	100	4.18	51	4.13	111	3.42
Guatemala	17	86	3.82	103	4.08	81	3.40	58	3.96
Ecuador	18	87	3.79	93	4.24	93	3.26	64	3.87
Honduras	19	88	3.79	90	4.27	80	3.41	77	3.68
El Salvador	20	96	3.68	84	4.35	79	3.49	124	3.19
Guyana	21	98	3.62	91	4.25	99	3.10	102	3.50
Nicaragua	22	100	3.56	105	3.99	104	3.03	84	3.66
Venezuela	23	106	3.46	120	3.67	96	3.15	99	3.55
Bolivia	24	117	3.35	133	3.36	111	2.87	67	3.82
Paraguay	25	123	3.26	107	3.95	122	2.72	130	3.11

Note: Suriname is not covered this year.

Barbados is ranked 3rd in the region, at 28th overall, up two places since the last assessment. Barbados is ranked 2nd overall for the country's affinity for Travel & Tourism, with a positive attitude toward tourists and toward the value of tourism in the country. The country is prioritizing the sector to a very high degree (ranked 3rd), spending a high percentage of GDP on the sector, ensuring effective destination-marketing campaigns, and collecting relevant sector data on a timely basis. Increased efforts toward environmental sustainability would further reinforce the country's strong T&T competitiveness.

Mexico has improved by eight places and is now ranked 4th in the region and 43rd overall, overtaking Costa Rica and Brazil since the last assessment. Mexico gets impressive marks for its natural resources (ranked 10th), an area that shows an improvement since the last assessment, with many World Heritage natural sites and rich fauna. The country's cultural resources are also among the best in the world (19th), with 33 World Heritage cultural sites, several international fairs and exhibitions, and strong creative industries. These inherent strengths are reinforced by the overall prioritization of the sector in the country (30th), with effective marketing and branding campaigns for attracting tourists and significant efforts to collect T&T sector data in a comprehensive and timely manner. Some areas requiring attention are the ground transport infrastructure (79th), insufficient heath and hygiene (ranked 64th), and safety and security concerns, ranked 128th.

Costa Rica is ranked 5th in the region and 44th overall. The country gets excellent marks for its natural resources (ranked 6th), with several World Heritage sites, a high percentage of nationally protected areas, and its very diverse fauna. Given the importance of the natural environment for the country's tourism industry, it is notable that it ranks a high 25th overall for environmental sustainability, an area where it has continued to improve over the past few years. However, health and hygiene remains a concern (74th). Further, although its tourism infrastructure is relatively well developed (39th), with a strong presence of major car rental companies and abundant hotel rooms, ground transport infrastructure requires significant upgrading (93rd), particularly roads and ports, making travel in the country somewhat difficult.

Brazil is ranked 7th in the Americas and 52nd overall, declining by seven places since the last assessment but with a stable score. The country is ranked 1st out of all countries for its natural resources and 23rd for its cultural resources, with many World Heritage sites, a great proportion of protected land area, and the richest fauna in the world. This is buttressed by a focus on environmental sustainability (ranked 29th), an area that has been improving over recent years. Safety and security has also improved impressively since the last assessment.

Table 4: The Travel & Tourism Competitiveness Index 2011: Asia Pacific

				SUBINDEXES					
	OVERALL INDEX			T&T regulatory framework		T&T business environment and infrastructure		T&T human, cultural, and natural resources	
Country/Economy	Regional rank	Overall rank	Score	Rank	Score	Rank	Score	Rank	Score
Singapore	1	10	5.23	6	5.72	4	5.39	23	4.59
Hong Kong SAR	2	12	5.19	4	5.80	13	5.19	24	4.59
Australia	3	13	5.15	36	5.08	17	5.11	4	5.28
New Zealand	4	19	5.00	13	5.60	25	4.80	22	4.60
Japan	5	22	4.94	27	5.24	32	4.72	14	4.86
Korea, Rep.	6	32	4.71	50	4.86	28	4.76	27	4.53
Malaysia	7	35	4.59	60	4.71	40	4.35	18	4.72
Taiwan, China	8	37	4.56	46	4.95	31	4.73	55	4.00
China	9	39	4.47	71	4.52	64	3.84	12	5.06
Thailand	10	41	4.47	77	4.45	43	4.32	21	4.64
Brunei	11	67	4.07	96	4.20	50	4.14	63	3.87
India	12	68	4.07	114	3.84	68	3.71	19	4.65
Indonesia	13	74	3.96	94	4.21	86	3.33	40	4.35
Vietnam	14	80	3.90	89	4.28	89	3.31	46	4.12
Sri Lanka	15	81	3.87	79	4.41	83	3.40	68	3.81
Azerbaijan	16	83	3.85	59	4.72	87	3.33	105	3.49
Kazakhstan	17	93	3.70	65	4.59	88	3.32	123	3.19
Philippines	18	94	3.69	98	4.18	95	3.18	75	3.69
Mongolia	19	101	3.56	97	4.20	112	2.82	86	3.65
Kyrgyz Republic	20	107	3.45	95	4.21	132	2.59	100	3.54
Cambodia	21	109	3.44	110	3.92	118	2.73	81	3.67
Nepal	22	112	3.37	106	3.97	128	2.62	101	3.52
Tajikistan	23	118	3.34	88	4.28	130	2.60	128	3.13
Pakistan	24	125	3.24	129	3.45	102	3.06	122	3.21
Bangladesh	25	129	3.11	130	3.45	113	2.82	131	3.05
Timor-Leste	26	134	2.99	123	3.64	138	2.42	134	2.90

On the other hand, the ground transport network remains underdeveloped (116th), with the quality of roads, ports, and railroads requiring improvements. The country also continues to suffer from a lack of price competitiveness (114th), attributable in part to high ticket taxes and airport charges in the country, as well as high prices and high taxation more generally. Further, the overall policy environment is not particularly conducive to the development of the sector (ranked 114th), with discouraging rules on FDI, much time required for starting a business, and somewhat restrictive commitments to opening up tourism services under GATS commitments.

Chile is ranked 9th in the region and 57th overall, maintaining a very stable performance since the last assessment. It has notable cultural resources, with six World Heritage cultural sites and several international fairs and exhibitions held in the country. In addition, policy rules and regulations are conducive to the development of the T&T sector (12th), with few foreign ownership restrictions, a liberal visa regime, and open bilateral Air Service Agreements, although the time and cost for starting new businesses remains relatively high. The country also benefits from good safety and security by regional standards (27th). However, Chile's T&T competitiveness would be strengthened by upgrading both its transport and tourism infrastructures and by a greater focus on developing the industry in a more environmentally sustainable way.

Asia Pacific

Table 4 displays the regional rankings and data for the Asia Pacific region. As the table shows, **Singapore** is the top-ranked country in the region at 10th position, the same position it held in the last edition of the *Report.* Singapore benefits from excellent transport infrastructure, with ground transport infrastructure and air transport infrastructure ranked 2nd and 14th, respectively. Singapore is ranked 2nd for the quality of its human resources available to work in the country. And with the country's famously well-functioning public institutions, it is perhaps not surprising that it ranks 1st out of all countries for its policy environment, with rules and regulations that are extremely conducive to the development of its T&T industries (policies facilitating foreign ownership and FDI, well-protected property rights, and few visa restrictions). Further, Singapore is among the safest countries of all assessed and is ranked 2nd for the overall prioritization of Travel & Tourism in the country. Price competitiveness also remains an area of strength compared with many other countries at the same advanced stage of development.

Singapore is followed in the regional ranking by **Hong Kong SAR** at 12th overall, the same place it held in the last edition. Hong Kong's transport is even better assessed than Singapore's, with ground transport and air transport infrastructures ranked 1st and 12th, respectively. Hong Kong gets relatively good marks for cultural resources, with many international fairs and exhibitions held in the country and strong creative industries. Hong Kong's policy environment is rated second only to Singapore's, and the tourism sector is a clear priority (ranked 12th). Like Singapore, Hong Kong is safe from crime and violence (ranked 5th), and the country is unsurpassed for the quality of health and hygiene, where it ranks 1st.

Australia continues to decline in the rankings by four more places, and is now at 13th position overall. Australia's T&T competitiveness continues to be characterized by a number of clear strengths, including its rich natural resources: the country ranks 1st for its World Heritage natural sites, benefiting from diverse fauna and a pristine natural environment. Given the importance of the environment for much of its leisure tourism, it is notable that the stringency and enforcement of its environmental regulations are well assessed. And given the country's distance from other continents and the related importance of domestic air travel to overcome the large distances between major sites, its competitiveness is also buttressed by excellent air transport infrastructure (ranked 3rd) as well as good general tourism infrastructure (ranked 16th). The drop in rank since the last edition can be traced in large part to a perceived weakening of the focus on environmental sustainability and increased concerns about the availability of qualified labor in the country.

New Zealand is ranked 4th in the region and 19th overall, up one position since the last edition. The country benefits from its rich natural resources, with a number of World Heritage natural sites (ranked 17th) and a pristine natural environment (ranked 3rd), protected by strong and well-enforced environmental legislation. The overall policy rules and regulations in the country are conducive to the development of the sector (ranked 3rd), with very transparent policymaking and among the least time and lowest cost required to start a business internationally. Although the country's ground transport network remains somewhat underdeveloped, its air transport infrastructure gets excellent marks (ranked 11th), and both the tourism and ICT infrastructures are quite good by international standards. New Zealand also benefits from high-quality human resources (ranked 14th) and a very safe and secure environment overall (14th).

Japan is ranked 5th regionally and 22nd out of all countries in the TTCI, up three places since the last assessment. Japan benefits from its cultural resources (ranked 12th), attributable to its 29 World Heritage cultural sites, the many international fairs and exhibitions held in the country, and its rich creative industries. Its ground transport infrastructure is among the best in the world (ranked 6th), especially railroads, and Japan continues to be a leader in the area of education and training (ranked 12th). However, Japan ranks third from the bottom for the affinity of the country for Travel & Tourism (131st), and it struggles with prices that are not competitive by international standards (ranked 137th).

Malaysia is ranked 7th regionally and 35th overall, down three positions since the 2009 T&T *Report*. Malaysia benefits from its rich natural resources (ranked 22nd) and its cultural resources (ranked 33rd). The country also benefits from excellent price competitiveness (ranked 3rd), with low comparative hotel and fuel prices, low ticket taxes and airport charges, very competitive hotel prices, and a favorable tax regime. Malaysia's policy environment is assessed as conducive to the development of the sector (ranked 21st), and the country is characterized by a strong affinity for Travel & Tourism more generally (ranked 17th). With regard to weaknesses, health and hygiene indicators lag behind those of many other countries in the region, with, in particular, a low physician density (placing the country 96th).

China, ranked 9th regionally, has continued its ascent in the rankings, moving up an additional eight places to 39th overall this year. China has been building on a number of clear strengths: it is ranked 5th for its natural resources, with many World Heritage natural sites and fauna that are among the richest in the world. It is ranked 16th for its cultural resources, with several World Heritage cultural sites, many international fairs and exhibitions held in the country, and creative industries that are unsurpassed. Moreover, the country is ranked 24th in price competitiveness. In addition, China has a relatively good air transport infrastructure (ranked 35th). However, there are some weaknesses pulling the country's ranking down. China has a policy environment that is not conducive for T&T development (ranked 80th), although this is an area that has improved somewhat since the last assessment. Furthermore, policies related to environmental sustainability, while also improving, require further attention (95th). There are also some concerns related to health and hygiene (96th). Ground transport infrastructure gets middling marks (59th), and the country's tourism infrastructure remains underdeveloped (ranked 95th), with few hotel rooms available and few ATMs.

Thailand is ranked 10th in the region and 41st overall, down two places since the last edition. It is endowed with rich natural resources and a strong affinity for Travel & Tourism (ranked 21st and 24th, respectively), with a very friendly attitude of the population toward tourists (ranked 8th). This is buttressed by the government's strong prioritization of the sector (ranked 16th), with good destination-marketing campaigns and price competitiveness. However, some weaknesses remain: despite the prioritization of the sector by the

Table 5: The Travel & Tourism Competitiveness Index 2011: The Middle East and North Africa

				SUBINDEXES					
	OVERALL INDEX			T&T regulatory framework		T&T business environment and infrastructure		T&T human, cultural, and natural resources	
Country/Economy	Regional rank	Overall rank	Score	Rank	Score	Rank	Score	Rank	Score
United Arab Emirates	1	30	4.78	57	4.77	9	5.32	42	4.24
Bahrain	2	40	4.47	62	4.66	20	5.06	78	3.68
Qatar	3	42	4.45	43	5.02	34	4.68	90	3.64
Israel	4	46	4.41	41	5.04	42	4.33	65	3.87
Tunisia	5	47	4.39	31	5.17	54	4.05	59	3.94
Oman	6	61	4.18	61	4.67	47	4.18	76	3.69
Saudi Arabia	7	62	4.17	81	4.38	41	4.35	70	3.77
Jordan	8	64	4.14	37	5.08	72	3.61	74	3.73
Lebanon	9	70	4.03	78	4.42	63	3.86	69	3.80
Egypt	10	75	3.96	70	4.53	74	3.59	71	3.77
Morocco	11	78	3.93	69	4.55	77	3.50	73	3.74
Kuwait	12	95	3.68	108	3.94	60	3.92	126	3.18
Syria	13	105	3.49	101	4.17	109	2.91	113	3.39
Algeria	14	113	3.37	112	3.87	110	2.89	116	3.35
Iran, Islamic Rep.	15	114	3.37	131	3.43	103	3.03	91	3.64
Libya	16	124	3.25	122	3.64	107	2.92	125	3.18

government, some aspects of the regulatory environment—such as stringent foreign ownership restrictions, visa restrictions for many travelers, and the long time required for starting a business in the country—are not particularly conducive to developing the sector (ranked 76th). In addition, given the importance of the natural environment for the country's tourism, environmental sustainability should be a greater priority (ranked 97th).

India is ranked 12th in the region and 68th overall, down six places since the last edition. As with China, India is well assessed for its natural resources (ranked 8th) and cultural resources (24th), with many World Heritage sites, both natural and cultural, rich fauna, many fairs and exhibitions, and strong creative industries. India also has quite good air transport (ranked 39th), particularly given the country's stage of development, and reasonable ground transport infrastructure (ranked 43rd). However, some aspects of its tourism infrastructure remain somewhat underdeveloped (ranked 89th), with very few hotel rooms per capita by international comparison and low ATM penetration. Another area of concern is the policy environment, which has weakened measurably since the last assessment and is now ranked 128th, with much time and cost for starting a business, bilateral Air Service Agreements that are not assessed as open, and visas required for most visitors. Other areas requiring attention are health and hygiene standards (112th) and the country's human resources base (96th).

Indonesia is ranked 13th in the regional ranking and 74th overall, up seven places since the last edition. In terms of strengths, Indonesia places 17th for its natural resources, with several World Heritage natural sites and the richness of its fauna as measured by the known species in the country. Indonesia also has rich cultural resources (ranked 39th), with eight World Heritage cultural sites, a number of international fairs and exhibitions held in the country, and strong creative industries. Further, the country is ranked 4th overall on price competitiveness in the T&T industry because of its competitive hotel prices (ranked 6th), low ticket taxes and airport charges, and favorable fuel prices. In addition, it is ranked 15th for its national prioritization of Travel & Tourism. However, these strengths are held back by underdeveloped infrastructure in the country, including to a certain extent air transport (58th) and especially ground transport (82nd), tourism infrastructure (116th), and ICT infrastructure (96th), representing significant investment opportunities in the country. There are also some concerns related to safety and security, particularly a lack of trust of police services and the business costs of potential terrorism. In addition, the country is not ensuring the sustainable development of the tourism sector (ranked 127th), an area of particular concern given the sector's dependence on the quality of the natural environment.

The Middle East and North Africa

Table 5 shows the regional rankings for the Middle East and North Africa region. Note that these rankings were established prior to the political unrest experienced in North Africa in early 2011. As the table shows, the **United Arab Emirates (UAE)** continues to lead the region at 30th overall, up three places since the last assessment. While the UAE is not endowed with rich natural resources (116th), it sees a significant improvement in the assessment of its cultural resources (34th, up from 84th). In addition, the country is characterized by a strong affinity for Travel & Tourism (25th). The UAE's infrastructure also gets good marks, particularly its air transport infrastructure, which is ranked a very high 4th out of all countries assessed. The government is seen as prioritizing the sector strongly (ranked 8th) and carrying out very effective destination-marketing campaigns (ranked 1st). An area of clear improvement over recent years is in the rules and regulations, which have been adjusted to better support the sector's development, with the UAE moving up from 81st place in the 2009 *Report* to 38th place this year.

Bahrain is ranked 2nd in the region and 40th overall, up one place since the last assessment. The country benefits from good transport infrastructure, particularly ground transport infrastructure (ranked 11th), and from a well-developed tourism infrastructure (ranked 26th). Bahrain also has high-quality human resources to call on in the country (29th), along with high levels of safety and security. On the other hand, policy rules and regulations could be more supportive of the sector's development (ranked 58th), and environmental sustainability remains a particular area of concern (123rd).

Qatar is ranked 3rd in the region and 42nd overall, down five places since the 2009 T&T *Report.* Qatar benefits from a safe and secure environment (ranked 28th), high-quality human resources in the country (ranked 18th), good tourism infrastructure (34th), and excellent air transport infrastructure (21st), in line with its increasing role as an air transportation hub. In order to further improve the country's T&T competitiveness, the country should continue to improve its policy environment and also to focus on environmental sustainability (67th).

Israel is ranked 4th in the region, dropping 10 places to 46th overall. Israel benefits from its cultural attributes, including a number of World Heritage cultural sites. The country's human resources base is also well evaluated (31st), providing healthy and well-trained people to work in the T&T sector. Further, its ICT infrastructure is quite well developed compared with those of other countries in the region. But although Israel gets excellent marks related to health and hygiene (ranked 16th), some aspects of safety and security continue to be a concern, primarily related to concerns about terrorism (ranked 105th). The decline in rank since the last assessment is in large part attributable to a weakening in the policy environment, and a sense that the sector is no longer being prioritized as strongly as in the past.

Sub-Saharan Africa

Table 7 shows the rankings for sub-Saharan Africa. **Mauritius** remains the highest-ranked country in this region at 53rd overall, despite dropping 13 places in the rankings since the last assessment. Mauritius is ranked 1st out of all countries for the overall prioritization of the sector, with high government spending on the tourism industry (ranked 3rd), ensuring excellent destination-marketing campaigns to attract tourists (ranked 8th), and collecting tourism data in a timely fashion. Mauritius is ranked 4th for the country's overall affinity for Travel & Tourism, with the sector representing an important part of the economy and the general attitude of the population to foreign travelers being extremely welcoming. The country's tourism infrastructure is well developed by regional standards (47th), and its policy environment is supportive of the development of the sector (ranked 27th). Mauritius also benefits from price competitiveness (ranked 18th), with relatively low prices overall and taxation that is not overly burdensome, although this would be improved through lower ticket taxes and airport charges, and more competitive hotel prices. Safety and security levels are also good by regional standards (ranked 45th). In terms of challenges, although the government is seen to be making an effort to develop the industry in a sustainable way (ranked 10th), this effort could be backed up by more stringent and well-enforced environmental regulations (ranked 60th and 55th, respectively). The drop in rank is attributable to declines across most areas measured by the Index, and particularly those measuring the quality of infrastructure, including transport, tourism, and ICT infrastructures.

South Africa is ranked 2nd in the region and 66th overall, joining Mauritius as one of the only two sub-Saharan African countries in the top half of the overall rankings. South Africa comes in at a high 14th for its natural resources and 55th for its cultural resources, based on its many World Heritage sites, its rich fauna, its creative industries, and the many international fairs and exhibitions held in the country. The 2010 FIFA World Cup has reinforced South Africa's position as a key international tourist destination. South Africa also benefits from price competitiveness (37th), with reasonably priced hotel rooms and a favorable tax regime. Infrastructure in South Africa is also well developed for the region, with air transport infrastructure ranked 43rd and a particularly good assessment of railroad quality (47th) and road quality (43rd). Overall, policy rules and regulations are conducive to the sector's development (ranked 31st); this is an area where the country has improved since the last assessment, with well-protected property rights and few visa requirements for visitors. Indeed, in 2010 the government selected tourism as one of the five priority sectors in its growth plan and has been reviewing tourism legislation in an effort to streamline it further. However, there are also some areas of weakness that have brought down the country's overall ranking. Safety and security remains of serious concern (ranked 129th), as is the level of health and hygiene, where South Africa is ranked 88th as a result of its low physician density and concerns about access to improved sanitation in particular. Related to this, health indicators are extremely worrisome. South Africa's life expectancy is low (albeit improving), at 53 years, placing the country 124th overall, a ranking

Table 6: Travel & Tourism Competitiveness Index 2011: Sub-Saharan Africa

				SUBINDEXES					
	OVERALL INDEX			T&T regulatory framework		T&T business environment and infrastructure		T&T human, cultural, and natural resources	
Country/Economy	Regional rank	Overall rank	Score	Rank	Score	Rank	Score	Rank	Score
Mauritius	1	53	4.35	28	5.24	48	4.15	79	3.67
South Africa	2	66	4.11	82	4.37	62	3.88	49	4.06
Namibia	3	84	3.84	83	4.37	67	3.71	109	3.45
Cape Verde	4	89	3.77	85	4.33	73	3.61	114	3.39
Botswana	5	91	3.74	86	4.32	85	3.34	98	3.56
Gambia, The	6	92	3.70	76	4.46	90	3.31	117	3.35
Rwanda	7	102	3.54	75	4.46	120	2.73	110	3.43
Kenya	8	103	3.51	113	3.87	106	2.93	72	3.75
Senegal	9	104	3.49	111	3.90	108	2.92	82	3.67
Ghana	10	108	3.44	115	3.82	105	3.01	104	3.49
Tanzania	11	110	3.42	121	3.67	127	2.62	56	3.97
Zambia	12	111	3.40	104	4.02	131	2.60	95	3.58
Uganda	13	115	3.36	116	3.75	125	2.65	80	3.67
Swaziland	14	116	3.35	99	4.18	101	3.07	136	2.81
Zimbabwe	15	119	3.31	118	3.71	126	2.64	96	3.57
Benin	16	120	3.30	119	3.68	117	2.75	106	3.47
Malawi	17	121	3.30	109	3.93	133	2.54	112	3.42
Ethiopia	18	122	3.26	132	3.42	114	2.81	97	3.56
Cameroon	19	126	3.18	127	3.49	129	2.61	108	3.45
Madagascar	20	127	3.18	126	3.49	116	2.76	120	3.29
Mozambique	21	128	3.18	124	3.64	119	2.73	127	3.15
Nigeria	22	130	3.09	134	3.22	115	2.76	119	3.30
Côte d'Ivoire	23	131	3.08	135	3.22	124	2.67	115	3.36
Burkina Faso	24	132	3.06	117	3.71	135	2.50	132	2.99
Mali	25	133	3.05	128	3.47	137	2.42	121	3.26
Lesotho	26	135	2.95	125	3.54	123	2.70	138	2.63
Mauritania	27	136	2.85	136	3.16	136	2.44	133	2.95
Burundi	28	137	2.81	137	3.08	134	2.52	135	2.82
Angola	29	138	2.80	138	3.07	121	2.72	139	2.61
Chad	30	139	2.56	139	2.88	139	2.09	137	2.70

related in large part to the very high rates of communicable diseases such as HIV/AIDS. Improving the health of the workforce is of urgent concern for the future of the T&T sector, as well as for all other sectors in the economy.

Namibia follows South Africa in the regional rankings, placing 84th overall. The country benefits from its rich natural resources, with rich fauna and a pristine natural environment. Indeed, environmental sustainability is prioritized in the country (ranked 22nd), which is critical given the importance of the quality of the environment for Namibia's tourism. In addition, ground transport infrastructure is well developed by regional standards (44th). In order to further develop the sector, a more conducive policy environment will be important. For example, despite efforts in recent years, it remains costly and time consuming to start a business in the country. Health and hygiene is also not up to international standards (106th): the country has few doctors and insufficient access to improved sanitation and drinking water. More generally, improving the country's human resources base through better education and training and more conducive labor laws will be critical.

Botswana is ranked 5th in the region at 91st overall, down 12 places after a significant improvement in the last edition of the Index. The country, known for its beautiful natural parks, is ranked 33rd out of all countries for its natural resources, with much nationally protected land area (ranked 6th), rich fauna, and a lack of environmental damage. The country also benefits from excellent price competitiveness, where it is ranked 8th because of low ticket taxes and airport charges, a favorable tax regime, and low prices more generally. In addition, some aspects of the policy environment are supportive of the sector's development, including well-protected property rights and few visa restrictions. However, Botswana does face some challenges that lead to its rather low ranking overall. The country's bilateral Air Service Agreements are not evaluated as open (105th), and, despite improvements, much time is still required for starting a new business (61 days, placing the country 126th). Further, Botswana's transport infrastructure is somewhat underdeveloped, as is its tourism infrastructure, with a low hotel room concentration, a limited presence of international car rental companies, and relatively few ATMs. There are also some concerns in the area of health and hygiene (100th), attributable to a low physician density, limited hospital beds, and insufficient access to improved sanitation. Associated with this, the greatest comparative weakness relates to the health of the workforce, although it must be noted that the country's average life expectancy of 62 years represents a significant improvement over the situation in recent years.

Kenya, a country long famous for its tourism attributes, is ranked 8th regionally and 103rd overall. Kenya is ranked 28th for its natural resources, with its two World Heritage natural sites and its rich diversity of fauna. Tourism is a recognized priority within the country (ranked 18th on this pillar), with high government spending on the sector and effective destination-marketing campaigns. In addition, there is a strong focus on environmental sustainability in the country (ranked 26th), which is particularly important for Kenya given the sector's dependence on the natural environment. On the downside, the policy environment is not at present sufficiently conducive to the development of the sector (ranked 103rd), with bilateral Air Service Agreements that are not open, insufficiently protected property rights, and much time and cost required for starting a business. In addition, infrastructure remains underdeveloped and health and hygiene levels require improvement. Finally, the security situation in the country remains a significant hindrance to further developing the sector (ranked 139th).

Exploring issues of T&T competitiveness

The *Report* also features excellent contributions from T&T industry experts, complementing the TTCI analysis described above. Many of the chapters focus on particular challenges facing the industry, providing suggestions on how to overcome them.

In their chapter "Crisis Aftermath: Pathways to a More Resilient Travel & Tourism Sector," Jürgen Ringbeck and Timm Pietsch of Booz & Company analyze structural trends in the global T&T sector and assess how the economic crisis of 2008–09 accelerated these trends, which have led to the sharpest decline in international tourist arrivals in history.

The authors highlight the interplay between long-term trends such as the high growth dynamics of emerging tourism regions, maturing travel spending in the western hemisphere, and new opportunities for domestic/regional tourism as well as short-term volatility as a consequence of disruptive events. Collectively these all constitute new challenges but also opportunities in Travel & Tourism for national governments.

The authors review which countries have felt the pain from the current downturn and which have managed to grow through the crisis, and they outline reasons and change factors driving these different experiences. From these case studies, the authors outline implications for policymakers and map out pathways on how to prepare the T&T sector for the emerging new global environment. They highlight the fact that tourism destinations first need to manage downturn periods tactically in order to mitigate their short-term demand impact. At the same time, they also need to develop consistent strategies to transform structural market drifts into opportunities for more crisis-resilient long-term growth.

In their chapter on "Tourism Development in Advanced and Emerging Economies: What Does the Travel & Tourism Competitiveness Index Tell Us?" John Kester and Valeria Croce from the World Tourism Organization (UNWTO) discuss the expansion and diversification of the tourism sector and the rising role of emerging economies as drivers of growth. They note that over the past decade an increasing number of emerging economies have successfully been leveraging tourism to boost their economic and social development. Even during the recent economic crisis, emerging destinations showed fewer losses and rebounded faster than advanced economies. In 2009, international tourist arrivals to advanced economies declined by 4.3 percent and arrivals to emerging economies by 3.5 percent, and in 2010 they enjoyed increases of 5.3 percent and 8.2 percent, respectively.

The authors point out that, despite the increasing importance of emerging economies in the T&T sector, the 2011 edition of the TTCI continues to see its top ranks held primarily by advanced economies. In this context the authors try to shed some light on why this is the case. Analyzing the four editions of the TTCI, the authors investigate whether changes in the rankings over time reflect the progress made by emerging destinations in terms of tourism development. The 14 pillars of the Index are also analyzed in detail to highlight the comparative advantages of each group of countries. Finally, the authors compare the rankings in the TTCI relative to the overall stage of development of each economy, in order to understand which economies perform better or worse than what might be expected based on their respective stages of development.

Given the tendency of the TTCI to rank advanced economies higher than countries at lower stages of development, the authors suggest that, looking forward, some readjustment of the Index could be warranted, drawing on the various qualities of successful emerging destinations.

In their chapter "Premium Air Travel: An Important Market Segment," Selim Ach and Brian Pearce of IATA quantify the relative impact of the most important business travel drivers determining the size of premium travel markets between country pairs.

The authors begin by identifying and then quantifying, through an econometric model, the various factors related to the number of premium passengers. They then study the extent to which these particular drivers explain differences between country pairs. Finally, they investigate how changes in aspects of a country's attractiveness to business travelers—measured by different pillars of the TTCI—could boost business and premium travel to a country.

The results of their analysis show that the number of passengers in premium seats are not driven only by economic activities between countries, but also depends on other factors. For particular country pairs, factors captured by the T&T pillars—such as policy rules and regulations, ICT infrastructure, and price competitiveness—explain to some extent the number of premium passengers. The model demonstrates that any effort to make improvements in these areas will tend to boost the size of this travel market.

In "Hospitality: Emerging from the Crisis," Alex Kyriakidis, Simon Oaten, and Jessica Jahns of Deloitte take a look back at hospitality performance across the globe, before and during the crisis and then review where we are today as we emerge from it. The year 2011 sees the hospitality sector across the world emerging from a period of significant challenge and considerable change, and the authors look at how this has impacted different regions of the world in contrasting ways. Some regions are already seeing a strong recovery, as demonstrated by Asia; others continue to lag quite a bit behind, as is the case in Europe.

The authors note that 2007 was a record year, with world tourist arrivals reaching 900 million and healthy double-digit revPAR growth across the globe. The global economic crisis, the absence of credit, and the fragile recovery in Europe we are now witnessing is seeing some markets continuing to struggle while others resurge. In contrast to 2007, in 2010 Asia Pacific leads the pack in revPAR growth at 21.8 percent, exceeding Europe's absolute revPAR for the first time. Comparing the 2010 performance with that of 2007 shows that only one region, Central and South America, is ahead of its 2007 peak by $12. Asia Pacific is now just $2 away from its peak while Europe, at the back of the pack, is $16 away.

The authors conclude that the economic crisis has undoubtedly impacted regions in differing ways in the context of the hospitality sector, yet its most significant impact may have been to accelerate the shift eastward. While the mature markets of Europe and the United States remain large in absolute terms, their continued growth is likely to be significantly outstripped by the Asia Pacific region, which is already proving its strength in the speed of its recovery.

In their chapter "Investment: a Key Indicator of Competitiveness in Travel & Tourism," Nancy Cockerell from WTTC and Dave Goodger from Oxford Economics highlight the importance of T&T investment for the industry's performance and outlook, as well as the implications of recent investment trends.

The authors describe how global T&T investment closely tracked global tourism spending from the late 1980s to the mid 2000s along a stable upward trend path and how, over the period 2005–08, growth began to significantly outpace global tourism spending growth. On the other hand, more recent trends show that, between 2008 and 2010—as the global economy entered recession and easy access to finance dried up—investment in Travel & Tourism fell back sharply and corrected much more than the drop in global tourism spending. Nevertheless, over the 15-year period 1995–2010, global T&T investment increased by approximately US$280 billion (measured in 2000 prices), with over half this increase attributable to the United States and China alone.

As of 2011, WTTC's annual economic impact research, carried out in partnership with Oxford Economics, is being even more closely aligned with the UN Statistics Commission–approved *2008 Tourism Satellite Account: Recommended Methodological Framework (TSA:RMF 2008).* However, as the authors explain, the traditional approach understates the full economic impact of Travel & Tourism, since it ignores the indirect and induced effects of the industry. T&T investment is a prime example of this phenomenon, since is not a component of the direct economic impact of the industry but is rather an important aspect of the broader indirect impacts, as well as being critical in determining future capacity and improving quality, competitiveness, productivity, and sustainability. For this reason, WTTC and Oxford Economics will continue to track T&T investment across individual countries and regions, while remaining consistent with the recommended TSA framework.

In their chapter "Green Growth, Travelism, and the Pursuit of Happiness," Geoffrey Lipman from Beyond Tourism and Shaun Vorster from the Ministry of Tourism of South Africa discuss the important role to be played by the T&T sector in the important shift toward the green economy.

The authors describe how Travel & Tourism will be an integral part of this process at global, regional, and local levels, compatible with a low carbon development trajectory, and will be a key sector driving the shift to a green economy. Beyond compliance, this is also about market leadership, consumer satisfaction, and competitiveness. Further, because of its multiplier effect that cascades through interrelated value chains in the economy, a green revolution in the T&T sector could be a catalyst for green growth and transformation in the broader economy.

However, they caution that in order to fully capitalize on its potential, the sector has to break out of its historic inclination toward siloed goals, policies, and institutional frameworks that in turn limit its value in green growth decision making. Indeed, because of their interconnectivity and mutual dependence, the T&T

sector and its constituting industries are in need of greater convergence and closer collaboration. Key policies will have to be consolidated and/or aligned to meet the twin objectives of sustainable mobility and sustainable destinations. Convergence will enable the sector to speak with one voice, and a louder voice, on issues that affect the sector.

The authors conclude by stressing the importance of transforming "classic tourism" dominated by considerations of growth and market share to "smart tourism" that is clean, green, ethical, and customer- and quality-orientated. This in turn will ensure that the sector becomes a market leader in the green growth paradigm and its related green jobs, investment, trade, and development.

In "A New Big Plan for Nature: Opportunities for Travel & Tourism," Julia Marton-Lefèvre and Maria Ana Borges from IUCN discuss how 2010 was an important year for understanding how the world values, protects, and respects nature. In addition, the authors point out that the T&T sector is in a unique position to mainstream biodiversity-friendly practices and nature-based solutions.

Biodiversity is vital for T&T, with many tourism products and services owing their attractiveness to surrounding natural environments. Yet the value of the natural assets used by the industry is often not internalized, leading to serious biodiversity impacts.

In 2010, a new "Big Plan" for nature, with 20 biodiversity targets for 2020, was adopted by the world's governments; this Big Plan aims to steer public and private decision making in the next decade. The authors stress that collective action to conserve biodiversity and implement this plan is a shared responsibility of governments, the private sector, and civil society.

The authors also stress that, if Travel & Tourism is to support global biodiversity goals, threats to nature must be minimized through the integration of biodiversity considerations into tourism management systems. On the other hand, there are many opportunities for the industry to reap the rewards of being biodiversity-friendly, including market differentiation and increased competitiveness and the development of premium products and services as well as new business propositions and emerging markets.

In order to capitalize on the opportunities and minimize the risks, four focus areas are suggested for Travel & Tourism: (1) adoption and integration of biodiversity-friendly operating practices in T&T supply chains, (2) destination stewardship, (3) capacity building and market creation for "biodiversity businesses", and (4) emerging businesses and markets based on biodiversity-friendly goods and services.

In their chapter "Assessing the Openness of Borders," Thea Chiesa, Sean Doherty, and Margareta Drzeniek Hanouz of the World Economic Forum discuss the measurement of "open borders." As the authors point out, travel and trade facilitation have traditionally been considered fairly separate disciplines. The governing institutions, ministries, and interested parties from the private sector are often separate for each sector. Nonetheless, they share common areas of interest—both trade across national borders and are affected by their physical and administrative manifestations.

The World Economic Forum has developed Indexes for both the travel and trade sectors: the Travel & Tourism Competitiveness Index discussed in this *Report* and the Enabling Trade Index featured in *The Global Enabling Trade Report* series. They have remained distinct because academic research and data are still, for the most part, compartmentalized. In this context, the authors attempt to pull together those elements of the data that overlap to produce a common view on the openness of borders both from a travel perspective and from a trade one. The intent is to heighten awareness of the impact borders can have in hindering both travel and trade, and reveal how that hindrance can be minimized.

As the authors point out, both travel and trade are enabled by factors that extend far beyond physical and administrative borders and include elements such as the general business environment or infrastructure. This approach identifies market access, border administration, transport and ICT infrastructure and services, the business environment, and physical safety as the common areas across the Travel & Tourism Competitiveness and Enabling Trade Indexes. These are the elements that are included in the new Open Borders Index (OBI) introduced in the chapter.

While they admit that this is a cursory and preliminary look at the synergies between the two areas, the authors stress its usefulness in demonstrating the symbiotic relationship between Travel & Tourism and trade facilitation. This is particularly critical in an era when security and economic concerns threaten to slow—or even, in some cases, reverse—progress in opening borders.

The final sections of the *Report* provide detailed country profiles for all 139 countries included in the TTCI, as well as tables displaying all of the data used in the computation of the Index.

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Part 1

Selected Issues of T&T Competitiveness

CHAPTER 1.1

The Travel & Tourism Competitiveness Index 2011: Assessing Industry Drivers in the Wake of the Crisis

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After a difficult period, which recast much of the Travel & Tourism (T&T) industry's landscape, the sector is slowly recovering from the economic downturn, with emerging markets leading the way and Europe and North America lagging behind. Slow growth combined with austerity measures adopted by many European countries is likely to affect travel choices, and "homecations" might well continue to be the choice for many. This will have important consequences for many key destination markets, which must now look to attract new travelers, especially from the emerging markets.

On the other hand, emerging-market economies in Asia and Latin America continue to grow briskly despite the global recession. This factor, coupled with a rapidly growing middle class and a marked public-sector commitment to the importance of tourism in many countries—an example of this commitment is China's recent declaration that Travel & Tourism is "a pillar of the economy"—are stimulating the growth in T&T services and benefiting many key destinations.

With respect to travel, the air transport sector seems set for slight recovery after a disastrous 2009 and a 2010 marked by many and varied crises such as the Icelandic volcano, abundant snowfalls, and labor disruptions, especially in Europe. According to the International Air Transport Association (IATA), the industry should end 2010 with US$15.1 billion in profits.[1]

Indeed, after a contraction of 4.2 percent 2009, according to the World Tourism Organization (UNWTO), international tourist arrivals picked up again in 2010 and have returned to their pre-crisis peak level, representing a growth of 5 to 6 percent over 2009; they are expected to return to the long-term average of 4 percent in 2011. The World Travel & Tourism Council (WTTC) estimates that, from direct and indirect activities combined, the T&T sector now accounts for 9.2 percent of global GDP, 4.8 percent of world exports, and 9.2 percent of world investment, returning to the position it held before the crisis.

The T&T sector's potential to provide economic growth and development internationally led the World Economic Forum five years ago to embark on the project of assessing the T&T competitiveness of nations around the world. A growing national T&T sector contributes to employment, raises national income, and can improve the balance of payments. Thus the sector is an important driver of growth and prosperity, and, particularly within developing countries, it can also play a role in poverty reduction. This chapter presents the fourth edition of the Travel & Tourism Competitiveness Index (TTCI), launched for the first time in 2007.

Although developing the T&T sector provides many benefits, numerous obstacles at the national level continue to hinder its development. The TTCI aims to measure the many different regulatory and business-related issues that have been identified as levers for improving T&T competitiveness in countries around the world. Through detailed analysis of each pillar and subpillar of the Index, businesses and governments can address their particular challenges to the sector's growth.

This *Report* aims to serve two purposes. First, by providing a cross-country analysis of the drivers of T&T competitiveness, we intend to provide the industry with useful comparative information and an important benchmarking tool for making decisions related to business and industry development. Second, the analysis provides an opportunity for the T&T industry to highlight for national policymakers the obstacles to T&T competitiveness that require policy attention, and to enable dialogue between the private and public sectors for improving the environment for developing the T&T industry at the national level. Indeed, since its introduction, the *Report* has become an important component in the toolkits of government ministries around the world.

The Forum is committed to publishing this *Report* every two years in an effort to ensure that it continues to provide a leading strategic tool used by both business and governments for creating blueprints for sustainable and viable T&T development.

The Travel & Tourism Competitiveness Index

The Travel & Tourism Competitiveness Index (TTCI) has been developed within the context of the World Economic Forum's Industry Partnership Programme for the Aviation, Travel & Tourism sector. The TTCI aims to measure *the factors and policies that make it attractive to develop the T&T sector in different countries.* The Index was developed in close collaboration with our Strategic Design Partner Booz & Company and our Data Partners Deloitte, IATA, the International Union for Conservation of Nature (IUCN), the World Tourism Organization (UNWTO), and WTTC. We have also received important feedback from a number of key companies that are Industry Partners in the effort, namely Airbus, Bombardier, Etihad Airways, Gulf Air, Hertz, Jet Airways, Jumeirah, Rolls-Royce, Silversea, SWISS, and Visa.

The TTCI is based on three broad categories of variables that facilitate or drive T&T competitiveness. These categories are summarized into the three subindexes of the Index: (1) the T&T regulatory framework subindex; (2) the T&T business environment and infrastructure subindex; and (3) the T&T human, cultural, and natural resources subindex. The first subindex captures those elements that are policy related and generally under the purview of the government; the second subindex captures elements of the business environment and the "hard" infrastructure of each economy; and the third subindex captures the "softer" human, cultural, and natural elements of each country's resource endowments.

Each of these three subindexes is composed in turn by a number of pillars of T&T competitiveness, of which there are 14 in all. These are:

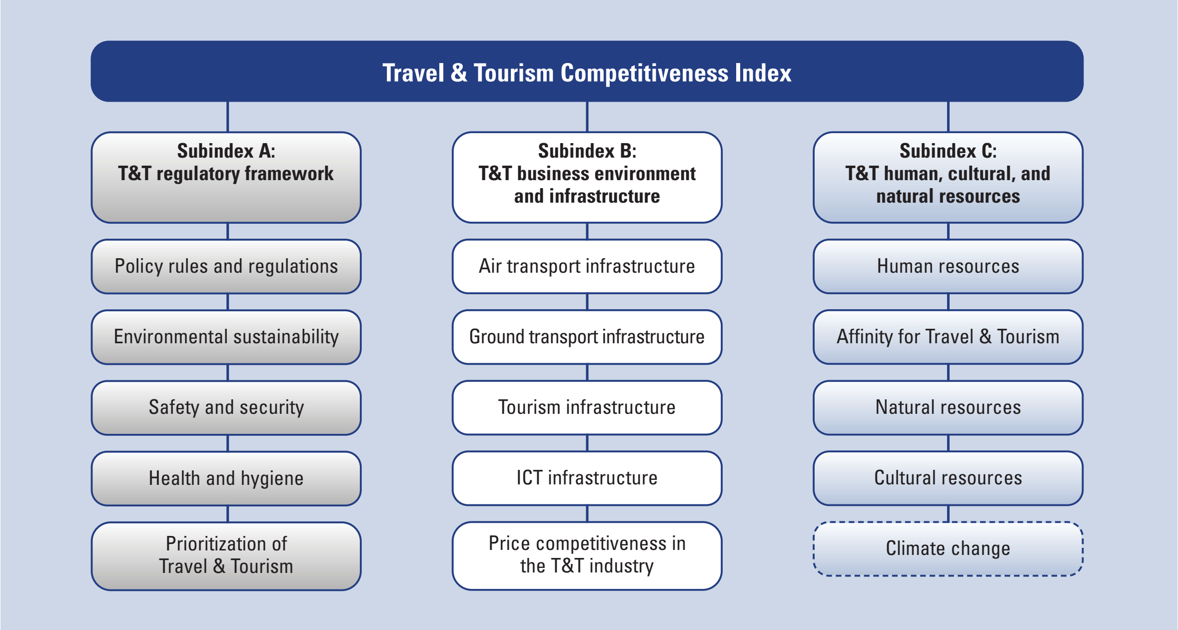
1. *Policy rules and regulations*
2. *Environmental sustainability*
3. *Safety and security*
4. *Health and hygiene*
5. *Prioritization of Travel & Tourism*
6. *Air transport infrastructure*
7. *Ground transport infrastructure*
8. *Tourism infrastructure*
9. *ICT infrastructure*
10. *Price competitiveness in the T&T industry*
11. *Human resources*
12. *Affinity for Travel & Tourism*
13. *Natural resources*
14. *Cultural resources*

Figure 1 summarizes the structure of the overall Index, showing how the 14 component pillars are allocated within the three subindexes. The figure also shows a notional 15th pillar on climate change. Although we have not yet included this concept in the calculation because of data deficiencies in measuring various aspects of climate change, given its importance to the future of the T&T sector it is our intention to integrate this pillar into the Index in the future as relevant data become available.

Each of the pillars is, in turn, made up of a number of individual variables. The dataset includes both Survey data from the World Economic Forum's annual Executive Opinion Survey (Survey), and quantitative data from publicly available sources, international organizations, and T&T institutions and experts (for example, IATA, IUCN, the UNWTO, WTTC, UNCTAD, and UNESCO). The Survey is carried out among CEOs and top business leaders in all economies covered by our research; these are the people making the investment decisions in their respective economies. The Survey provides unique data on many qualitative institutional and business environment issues, as well as specific issues related to the T&T industry and the quality of the natural environment.

The ***policy rules and regulations*** pillar captures the extent to which the policy environment is conducive to developing the T&T sector in each country. Governments can have an important impact on the attractiveness of developing this sector, depending on whether the policies that they create and perpetuate support or hinder its development. Sometimes well-intentioned policies can end up creating red tape or obstacles that have the opposite effect from that which was intended. In this pillar we take into account the extent to which foreign ownership and foreign direct investment (FDI) are welcomed and facilitated by the country, how well property rights are protected, the time and cost required for setting up a business, the extent to which visa requirements make it complicated for visitors to enter the country, and the openness of the bilateral Air Service Agreements into which the

Figure 1: Composition of the three subindexes of the TTCI



government has entered with other countries. This year we have included an additional variable measuring the commitments made within the international trade regime to opening tourism and travel services (under GATS).

The importance of the natural environment for providing an attractive location for tourism cannot be overstated, and it is clear that policies and factors enhancing ***environmental sustainability*** are crucial for ensuring that a country will continue to be an attractive destination going into the future. In this pillar we measure the stringency of the government's environmental regulations in each country as well as the extent to which they are actually enforced. Given the environmental impacts that tourism itself can sometimes bring about, we also take into account the extent to which governments prioritize the sustainable development of the T&T industry in their respective economies. In addition to policy inputs, this pillar includes some of the related environmental outputs, including carbon dioxide emissions and the percentage of endangered species in the country.

Safety and security is a critical factor determining the competitiveness of a country's T&T industry. Tourists are likely to be deterred from traveling to dangerous countries or regions, making it less attractive to develop the T&T sector in those places. Here we take into account the costliness of common crime and violence as well as terrorism, and the extent to which police services can be relied upon to provide protection from crime as well as the incidence of road traffic accidents in the country.

Health and hygiene is also essential for T&T competitiveness. The access within a country to improved drinking water and sanitation is important for the comfort and health of travelers. And in the event that tourists do become ill, the country's health sector must be able to ensure they are properly cared for, as measured by the availability of physicians and hospital beds.

The extent to which the government ***prioritizes the T&T sector*** also has an important impact on T&T competitiveness. By making clear that Travel & Tourism is a sector of primary concern, and by reflecting this in its budget priorities, the government can channel needed funds to essential development projects. It also sends a signal of its intentions, which can have positive spillover effects such as attracting further private investment into the sector. Prioritization of the sector can be reflected in a variety of other ways as well, such as government efforts to collect and make available T&T data on a timely basis and commissioning high-quality "destination-marketing" campaigns.

Quality ***air transport infrastructure*** provides ease of access to and from countries, as well as movement to destinations within countries. In this pillar we measure both the *quantity* of air transport, as measured by the available seat kilometers, the number of departures, airport density, and the number of operating airlines, as well as the *quality* of the air transport infrastructure both for domestic and international flights.

Vital for ease of movement within a country is the extensiveness and quality of its ***ground transport infrastructure.*** This takes into account the quality of roads, railroads, and ports, as well as the extent to which the national transport network as a whole offers efficient, accessible transportation to key business centers and tourist attractions.

We have also included a pillar that captures a number of aspects of the general ***tourism infrastructure*** in each country, as distinct from the general transport infrastructure. This takes into account the accommodation infrastructure (the number of hotel rooms) and the presence of major car rental companies in the country, as well as a measure of its financial infrastructure for tourists (the availability of automatic teller machines, or ATMs).

Given the increasing importance of the online environment for the modern T&T industry for planning itineraries and purchasing travel and accommodations, we also capture the quality of the ***ICT infrastructure*** in each economy. Here we measure ICT penetration rates (Internet, telephone lines, and broadband), which provide a sense of the society's online activity. We also include a specific measure of the extent to which the Internet is used by businesses in carrying out transactions in the economy, to get a sense of the extent to which these tools are in fact being used for business (including T&T) transactions.

The ***price competitiveness in the T&T industry*** is clearly an important element to take into account, with lower costs increasing the attractiveness of some countries for many travelers. To measure countries' price competitiveness, we take into account factors such as the extent to which goods and services in the country are more or less expensive than elsewhere (purchasing power parity), airfare ticket taxes and airport charges (which can make flight tickets much more expensive), fuel price levels compared with those of other countries, and taxation in the country (which can be passed through to travelers) as well as the relative cost of hotel accommodations.

Quality ***human resources*** in an economy ensure that the industry has access to the collaborators it needs to develop and grow. This pillar takes into account the health and the education and training levels in each economy, and is made up of two specific subpillars. The ***education and training*** subpillar measures educational attainment rates (primary and secondary), as well as the overall quality of the educational system in each country, as assessed by the business community. Besides the formal educational system, we also take into account private-sector involvement in upgrading human resources, including the availability of specialized training services and the extent of staff training by companies in the country. The subpillar measuring the ***availability of qualified labor*** further takes into account the extent to which hiring and firing is impeded by regulations, and whether labor regulations make it easy or difficult to hire foreign labor. The health of the workforce is also included here, as measured by the overall life expectancy in the country as well as the specific costliness of HIV/AIDS to businesses.

Also included is the ***affinity for Travel & Tourism,*** which measures the extent to which a country and society are open to tourism and foreign visitors. It is clear that the general openness of the population to travel and to foreign visitors has an important impact on T&T competitiveness. In particular, we provide a measure of the national population's attitude toward foreign travelers; a measure of the extent to which business leaders are willing to recommend leisure travel in their countries to important business contacts; and a measure of tourism openness (tourism expenditures and receipts as a percentage of GDP), which provides a sense of the importance of tourism relative to the country's overall size.

It is clear that ***natural resources*** are another important factor underlying national T&T competitiveness. Countries that are able to offer travelers access to natural assets clearly have a competitive advantage. In this pillar we include a number of environmental attractiveness measures, including the number of UNESCO natural World Heritage sites, a measure of the quality of the natural environment, the richness of the fauna in the country as measured by the total known species of animals, and the percentage of nationally protected areas.

Finally, the ***cultural resources*** at each country's disposal are also a critical driver of T&T competitiveness around the world. In this pillar we include the number of UNESCO cultural World Heritage sites, sports stadium seat capacity, and the number of international fairs and exhibitions in the country, as well as a measure of its creative industries exports, which provides an indication of cultural richness.

These 14 pillars are regrouped into the three subindexes described above, as shown in Figure 1, and the overall score for each country is derived as an unweighted average of the three subindexes. The details of the composition of the TTCI are shown in Appendix A; detailed rankings and scores of this year's Index are found in Appendix B.

Country coverage

Seven new economies have been included in the analysis this year. These include four new African countries (Angola, Cape Verde, Rwanda, and Swaziland), two Middle Eastern countries (Iran and Lebanon), and one Asian country (Timor-Leste). On the other hand, one country covered in the last *Report,* Suriname, is not covered this year because of a lack of Survey data. This has led to a net increase in country coverage for a total of 139 economies this year—six more than in the 2009 *Report*—

covering all of the world's regions and accounting for over 98 percent of world GDP.

The Travel & Tourism Competitiveness Index rankings 2011

Table 1 shows the overall rankings of the TTCI, comparing this year's rankings with those from the 2009 edition of the *Report,* showing all countries ranked together. The results are positively correlated with a number of T&T indicators. For example, Figures 2 and 3 show the correlation between the TTCI and tourist arrivals, and between the TTCI and tourism receipts, respectively (both shown in log form) in 2009. As the figures show, the Index is quite highly correlated with both the number of tourists actually traveling to various countries and the annual income generated from Travel & Tourism, with few notable outliers. This relationship has held since the Index first appeared in 2007, supporting the idea that the TTCI captures factors that are important for developing the T&T industry.

Top three performers in each pillar of the TTCI

Table 2 shows the rankings of those economies demonstrating the top three performances in each of the 14 pillars of the TTCI. The table shows that two economies are among the top three performers in four pillars (Singapore and Switzerland), and two economies are among the best in three pillars (Hong Kong and Sweden). Four countries are among the best performers in two pillars (Austria, Barbados, Iceland, and the United States). All other countries shown in the table demonstrate notable strengths in one area measured by the TTCI.

Singapore, Hong Kong, and New Zealand are top ranked for policy rules and regulations. These economies have put into place overarching policy environments that are conducive to the development of the T&T sector, including well-protected property rights, rules attracting FDI, and a minimum of red tape required in setting up new businesses. They are joined in the top 10 by two Nordic countries, Finland and Sweden, as well as Canada, among the countries shown in the table.

Sweden, Switzerland, and Denmark—three countries with a good reputation for environmental protection—hold the top three spots in the environmental sustainability pillar. These countries are characterized by environmental legislation that is both stringent and well enforced, a specific focus on developing the tourism sector in a sustainable way, and good overall environmental outcomes in terms of low levels of pollution and environmental damage. Also in the top 10 among countries shown in the table are Austria, Finland, Germany, and Norway, all with a significant focus on protecting the environment.

Safety and security is another area dominated by European countries, and the Nordics in particular, with Finland, Switzerland, and Norway holding the top three spots in this pillar. These countries do not suffer from high levels of crime and violence, and they all benefit from effective police forces. They are also not overly concerned by the threat of terrorism, as is the case in many countries today. Additionally, they gain from roads that are safe by international standards, with few deaths caused by road traffic accidents.

Hong Kong, Lithuania, and Austria are top ranked for the quality of their health and hygiene, with various strengths, such as high levels of access to clean drinking water and sanitation and good health infrastructure. They are therefore able to cater well to a major concern that tourists have when considering where to traveling abroad.

Mauritius, Singapore, and Barbados are the top performers in terms of the overall prioritization of the tourism industry. This is perhaps not surprising given the importance of the sector for their economies, and it is borne out through their high government expenditure on the sector, strong destination-marketing campaigns, and country-level presence at key international tourism fairs. They also make significant efforts to collect data measuring tourism-sector activity on a timely basis. Other countries shown in the table that are among the top 10 in this pillar are Cyprus and Iceland, which are also making great efforts to successfully develop their tourism sectors.

The air transport infrastructure pillar continues to be dominated by three English-speaking countries: Canada, the United States, and Australia. These are vast countries that are highly dependent on air transport, and indeed they are home to many airports and operating airlines, which are providing quality service and high levels of air traffic.

The best ground transport infrastructure is found in Hong Kong, Singapore, and Germany. All three have high-quality roads, railroads, and ports and also are characterized by ground transport networks that work together seamlessly. Travelers in these economies can get from one place to another without hassle or complication, increasing their attractiveness as destinations.

The tourism infrastructure pillar is also dominated at the very top by European countries, topped by Austria, Cyprus, and Italy, all tied at first place. Visitors to these countries have many hotels to choose from, excellent car rental facilities, and many ATMs for withdrawing cash. In other words, visitors have choices in how they visit, travel, and move around in these countries, and they have the necessary facilities for a comfortable stay.

The ICT infrastructure pillar is best in Sweden, Switzerland, and Iceland, with high penetration rates of ICTs and strong use of the Internet for business transactions. This situation strongly supports the T&T industries in these countries, which have become increasingly dependent on such tools for marketing and distribution.

Table 1: Travel & Tourism Competitiveness Index 2011 and 2009 comparison

	2011		2009
Country/Economy	Rank/139	Score	Rank/133
Switzerland	1	5.68	1
Germany	2	5.50	3
France	3	5.41	4
Austria	4	5.41	2
Sweden	5	5.34	7
United States	6	5.30	8
United Kingdom	7	5.30	11
Spain	8	5.29	6
Canada	9	5.29	5
Singapore	10	5.23	10
Iceland	11	5.19	16
Hong Kong SAR	12	5.19	12
Australia	13	5.15	9
Netherlands	14	5.13	13
Luxembourg	15	5.08	23
Denmark	16	5.05	14
Finland	17	5.02	15
Portugal	18	5.01	17
New Zealand	19	5.00	20
Norway	20	4.98	19
Ireland	21	4.98	18
Japan	22	4.94	25
Belgium	23	4.92	22
Cyprus	24	4.89	21
Estonia	25	4.88	27
Malta	26	4.88	29
Italy	27	4.87	28
Barbados	28	4.84	30
Greece	29	4.78	24
United Arab Emirates	30	4.78	33
Czech Republic	31	4.77	26
Korea, Rep.	32	4.71	31
Slovenia	33	4.64	35
Croatia	34	4.61	34
Malaysia	35	4.59	32
Montenegro	36	4.56	52
Taiwan, China	37	4.56	43
Hungary	38	4.54	38
China	39	4.47	47
Bahrain	40	4.47	41
Thailand	41	4.47	39
Qatar	42	4.45	37
Mexico	43	4.43	51
Costa Rica	44	4.43	42
Puerto Rico	45	4.42	53
Israel	46	4.41	36
Tunisia	47	4.39	44
Bulgaria	48	4.39	50
Poland	49	4.38	58
Turkey	50	4.37	56
Latvia	51	4.36	48
Brazil	52	4.36	45
Mauritius	53	4.35	40
Slovak Republic	54	4.35	46
Lithuania	55	4.34	49
Panama	56	4.30	55
Chile	57	4.27	57
Uruguay	58	4.24	63
Russian Federation	59	4.23	59
Argentina	60	4.20	65
Oman	61	4.18	68
Saudi Arabia	62	4.17	71
Romania	63	4.17	66
Jordan	64	4.14	54
Jamaica	65	4.12	60
South Africa	66	4.11	61
Brunei Darussalam	67	4.07	69
India	68	4.07	62
Peru	69	4.04	74
Lebanon	70	4.03	n/a
Albania	71	4.01	90
Dominican Republic	72	3.99	67
Georgia	73	3.98	73
Indonesia	74	3.96	81
Egypt	75	3.96	64
Macedonia, FYR	76	3.96	80
Colombia	77	3.94	72
Morocco	78	3.93	75
Trinidad and Tobago	79	3.91	84
Vietnam	80	3.90	89
Sri Lanka	81	3.87	78
Serbia	82	3.85	88
Azerbaijan	83	3.85	76
Namibia	84	3.84	82
Ukraine	85	3.83	77
Guatemala	86	3.82	70
Ecuador	87	3.79	96
Honduras	88	3.79	83
Cape Verde	89	3.77	n/a
Armenia	90	3.77	91
Botswana	91	3.74	79
Gambia, The	92	3.70	87
Kazakhstan	93	3.70	92
Philippines	94	3.69	86
Kuwait	95	3.68	95
El Salvador	96	3.68	94
Bosnia and Herzegovina	97	3.63	107
Guyana	98	3.62	102
Moldova	99	3.60	93
Nicaragua	100	3.56	103
Mongolia	101	3.56	105
Rwanda	102	3.54	n/a
Kenya	103	3.51	97
Senegal	104	3.49	101
Syria	105	3.49	85
Venezuela	106	3.46	104
Kyrgyz Republic	107	3.45	106
Ghana	108	3.44	110
Cambodia	109	3.44	108
Tanzania	110	3.42	98
Zambia	111	3.40	100
Nepal	112	3.37	118
Algeria	113	3.37	115
Iran, Islamic Rep.	114	3.37	n/a
Uganda	115	3.36	111
Swaziland	116	3.35	n/a
Bolivia	117	3.35	114
Tajikistan	118	3.34	109
Zimbabwe	119	3.31	121
Benin	120	3.30	120
Malawi	121	3.30	117
Ethiopia	122	3.26	123
Paraguay	123	3.26	122
Libya	124	3.25	112
Pakistan	125	3.24	113
Cameroon	126	3.18	125
Madagascar	127	3.18	116
Mozambique	128	3.18	124
Bangladesh	129	3.11	129
Nigeria	130	3.09	128
Côte d'Ivoire	131	3.08	130
Burkina Faso	132	3.06	126
Mali	133	3.05	119
Timor-Leste	134	2.99	n/a
Lesotho	135	2.95	132
Mauritania	136	2.85	127
Burundi	137	2.81	131
Angola	138	2.80	n/a
Chad	139	2.56	133

(Cont'd.)

Figure 2: T&T competitiveness and tourist arrivals

Figure 3: T&T competitiveness and tourism receipts

Table 2: Top three performing economies per pillar

Country/Economy	Policy rules and regulations	Environmental sustainability	Safety and security	Health and hygiene	Prioritization of Travel & Tourism	Air transport infrastructure	Ground transport infrastructure	Tourism infrastructure	ICT infrastructure	Price competitiveness in the T&T industry	Human capital	Affinity for Travel & Tourism	Natural resources	Cultural resources
Albania	46	72	44	66	55	96	97	77	71	94	57	**3**	113	83
Australia	30	59	18	58	37	**3**	51	16	24	113	20	55	4	20
Austria	28	5	10	**3**	16	26	15	**1**	25	121	25	15	43	13
Barbados	75	30	34	33	**3**	25	10	28	27	74	48	**2**	129	63
Brazil	114	29	75	73	108	42	116	76	56	114	70	97	**1**	23
Brunei Darussalam	120	136	23	70	127	41	49	91	47	**1**	47	78	38	91
Canada	4	35	24	52	40	**1**	33	21	14	105	5	52	11	18
Cyprus	79	51	26	43	6	21	20	**1**	31	109	24	11	117	47
Denmark	17	**3**	8	38	81	17	7	24	10	139	4	111	77	22
Finland	5	7	**1**	12	65	16	21	42	17	128	7	83	66	26
Gambia, The	86	44	88	103	26	82	52	127	108	**2**	107	30	106	116
Germany	20	4	9	7	83	7	**3**	15	7	125	19	81	18	4
Hong Kong SAR	**2**	109	5	**1**	12	12	**1**	70	4	67	6	8	68	40
Iceland	33	15	4	4	9	18	32	7	**3**	71	**3**	14	80	56
Italy	84	60	48	27	56	29	39	**1**	34	129	45	91	49	8
Lebanon	98	125	123	48	39	56	100	29	80	55	64	**1**	139	98
Lithuania	83	19	59	**1**	97	107	26	50	32	73	62	84	114	57
Malaysia	21	64	83	75	46	34	36	74	52	**3**	37	17	22	33
Mauritius	27	62	45	68	**1**	61	41	47	66	18	53	4	131	110
New Zealand	**3**	20	14	30	21	11	50	36	23	84	14	18	30	49
Norway	15	6	**3**	23	36	9	63	23	11	134	16	88	60	27
Singapore	**1**	41	13	55	**2**	14	**2**	33	20	29	**2**	12	96	30
Spain	85	33	36	29	11	8	13	8	30	106	46	37	35	**2**
Sweden	8	**1**	7	36	60	10	16	37	**1**	120	13	54	45	**1**
Switzerland	18	**2**	**2**	13	14	13	5	8	**2**	127	**1**	34	16	9
Tanzania	97	43	115	134	90	121	123	125	130	56	125	80	**2**	101
United Kingdom	13	11	30	46	49	5	17	19	9	135	8	86	23	**3**
United States	16	105	62	45	33	**2**	28	13	21	100	11	104	**3**	6

The price competitiveness pillar is topped by Brunei Darussalam, the Gambia, and Malaysia. All three countries benefit from low fuel costs. Brunei benefits from low ticket taxes and airport charges, and low taxation more generally, while the Gambia and Malaysia are characterized by moderate-to-low taxes, low fuel prices, and highly competitive hotel prices. When choosing a destination, these countries benefit from the interest of many visitors in getting more for their money.

Switzerland, Singapore, and Iceland hold the top three spots in the human resources pillar. These countries have strong educational systems as well as top-notch training facilities and healthy workforces. In addition, they are characterized by flexible labor markets and significant ease in hiring foreign labor, which makes it much easier to manage the seasonal hiring so critical for the T&T industry.

The countries with the top three assessments for the affinity for Travel & Tourism are Lebanon, Barbados, and Albania, with all three displaying great openness to foreign travelers and with their business communities also expressing their sense of the great value of tourism on offer in their countries.

The top three countries in the natural resources pillar span three continents: Brazil, Tanzania, and the United States. These countries each have several World Heritage natural sites and much protected land area, and boast a rich fauna as measured by the total number of known species living in them. Within the table we see that Australia is ranked 4th, also offering rich natural resources to visitors. These countries have the great fortune to be endowed with inherent attractions for tourists interested in nature tourism.

Finally, Sweden, Spain, and the United Kingdom are the top three ranked countries for their cultural resources. All three have a large number of World Heritage cultural sites, strong creative industries, many international fairs and exhibitions, and significant sports stadium capacities. These attributes come together to provide a variety of cultural attractions for visitors.

More details on the T&T competitiveness of specific countries will be discussed in the section below.

Regional rankings

This section will discuss some of the highlights of the rankings in a regional context, grouping countries into the following five regional groups: Europe, the Americas, Asia Pacific (including Central Asia), the Middle East and North Africa, and sub-Saharan Africa. For further details for each of the 139 economies included in this Index, we provide two-page profiles in Part 2 of the *Report*. The profiles show the rankings on each subindex and pillar, as well as on each of the 74 indicators included in the Index.

Europe

Table 1 shows that many countries from Europe do very well in the rankings, with all of the top 5 places taken by European countries and 14 of the top 20 countries hailing from the region. Table 3 shows the rankings just for European countries, with the first column showing the rank within the region and the second column showing the overall rank out of all 139 economies included in the Index this year. As the table shows, Switzerland is ranked 1st out of all countries in the 2011 TTCI, a position it has held since the first edition of this *Report* in 2007. Germany, France, Austria, Sweden, the United Kingdom, and Spain follow as the other countries among the top 10 overall.

Switzerland is a country rich in cultural and natural resources, including an impressive number of World Heritage cultural and natural sites for a country of its size. A large percentage of the country's land area is protected and the natural environment is assessed as being among the most pristine in the world (ranked 5th). This natural heritage is buttressed by a strong national focus on environmental sustainability: Switzerland is ranked 2nd overall on this pillar, based on strong and well-enforced environmental legislation and with a particular focus on developing the T&T sector sustainably.

Switzerland is not only an attractive leisure tourism destination, but is also an important business travel hub, with many international fairs and exhibitions held in the country each year. Staffing of the industry is facilitated by the availability of qualified labor to work in Travel & Tourism (ranked 2nd), perhaps not surprising in a country with many of the best hotel management schools. Added to these strengths is Switzerland's excellent ground transport infrastructure (ranked 5th), with top-quality roads and railroads and an excellent domestic transport network. Also well assessed is the specific tourism infrastructure (ranked 8th), with readily available hotel rooms and automated teller machines (ATMs) for cash withdrawals. Such high-quality infrastructure makes a tourist's stay in the country easy and comfortable, an experience that is reinforced by the high level of general safety and security (ranked 2nd, just behind Finland).

Germany is ranked 2nd in Europe and out of all countries in the TTCI, having moved up one place since the last assessment and overtaking Austria. The country is characterized by abundant cultural resources, ranked 6th worldwide for its 32 World Heritage cultural sites, 2nd for the number of international fairs and exhibitions held in the country, and 3rd for its creative industries. The country's infrastructure is among the best in the world, ranked 3rd for the quality of its ground transport infrastructure and 7th for its air transport infrastructure. In addition, Germany makes great efforts to develop the T&T industry in a sustainable way, with the world's most stringent and best-enforced environmental regulations and strong support of international environmental efforts, as demonstrated through its ratification of many international environmental treaties.

France moves up this year by one place to 3rd position, also overtaking Austria. France attracts tourists with its rich cultural heritage (ranked 4th for the number of World Heritage cultural sites and 7th for creative industries). The country also hosts many international fairs and exhibitions (ranked 5th), thereby attracting business travelers as well. France's ground transport infrastructure is among the best in the world (ranked 4th), with the quality of roads and railroads particularly well assessed, as well as its air transport infrastructure (ranked 6th). Ensuring that the sector is developed in a sustainable way is also a significant priority for the government, with France ranked 9th on this pillar.

Austria drops by two positions this year, although the country is still ranked a high 4th out of all 139 economies. Its ranking is attributable to its rich cultural resources, with eight World Heritage cultural sites, rich creative industries, and many fairs and exhibitions catering to business travelers. The natural environment is also well assessed, along with the country's focus on environmental sustainability (ranked 5th). In addition, Austrians are perceived as open and welcoming to foreign travelers. Austria's tourism infrastructure is assessed as second to none, with abundant car rental facilities, hotel accommodations, and ATMs. Other strengths include Austria's assessment as one of the safest countries in the world (ranked 10th) and its excellent health and hygiene levels (ranked 3rd).

Sweden joins the top five countries for the first time, having improved by two places since the 2009 T&T *Report*. The country is ranked 1st out of all countries in three key areas that span the three subindexes of the TTCI: environmental sustainability, ICT infrastructure, and cultural resources. The country's supportive policy environment (ranked 8th), excellent safety and security environment (7th), and excellent air transport infrastructure (10th) contribute to this strong result and help the country to overcome its lack of price competitiveness (ranked 120th).

The United Kingdom moves up by an impressive four positions since the last edition of the *Report* to reach 7th place this year. The country's T&T competitiveness is based on its excellent cultural resources (ranked 3rd),

Table 3: The Travel & Tourism Competitiveness Index 2011: Europe

				SUBINDEXES					
	OVERALL INDEX			T&T regulatory framework		T&T business environment and infrastructure		T&T human, cultural, and natural resources	
Country/Economy	Regional rank	Overall rank	Score	Rank	Score	Rank	Score	Rank	Score
Switzerland	1	1	5.68	1	5.99	1	5.58	2	5.48
Germany	2	2	5.50	12	5.67	2	5.57	5	5.26
France	3	3	5.41	7	5.71	8	5.35	9	5.18
Austria	4	4	5.41	3	5.89	12	5.19	10	5.13
Sweden	5	5	5.34	11	5.67	15	5.15	8	5.21
United Kingdom	6	7	5.30	21	5.35	11	5.27	3	5.28
Spain	7	8	5.29	22	5.34	10	5.32	6	5.22
Iceland	8	11	5.19	2	5.90	6	5.36	41	4.31
Netherlands	9	14	5.13	16	5.50	18	5.10	16	4.78
Luxembourg	10	15	5.08	14	5.51	7	5.35	38	4.37
Denmark	11	16	5.05	15	5.51	16	5.11	26	4.53
Finland	12	17	5.02	5	5.74	30	4.75	25	4.55
Portugal	13	18	5.01	19	5.47	24	4.84	17	4.73
Norway	14	20	4.98	8	5.71	26	4.79	32	4.45
Ireland	15	21	4.98	10	5.68	23	4.88	37	4.37
Belgium	16	23	4.92	18	5.48	35	4.66	20	4.64
Cyprus	17	24	4.89	23	5.33	14	5.15	44	4.19
Estonia	18	25	4.88	17	5.50	19	5.09	50	4.06
Malta	19	26	4.88	9	5.69	22	4.93	54	4.02
Italy	20	27	4.87	45	5.00	27	4.79	15	4.83
Greece	21	29	4.78	34	5.11	29	4.75	29	4.48
Czech Republic	22	31	4.77	26	5.26	37	4.56	31	4.48
Slovenia	23	33	4.64	29	5.19	33	4.70	53	4.03
Croatia	24	34	4.61	42	5.02	36	4.58	43	4.23
Montenegro	25	36	4.56	32	5.15	49	4.15	36	4.38
Hungary	26	38	4.54	24	5.29	45	4.28	48	4.06
Bulgaria	27	48	4.39	54	4.79	44	4.32	51	4.05
Poland	28	49	4.38	49	4.86	65	3.81	30	4.48
Turkey	29	50	4.37	66	4.58	55	4.02	28	4.50
Latvia	30	51	4.36	38	5.07	39	4.36	83	3.66
Slovak Republic	31	54	4.35	39	5.05	57	3.96	52	4.04
Lithuania	32	55	4.34	33	5.14	46	4.21	85	3.66
Russian Federation	33	59	4.23	73	4.49	53	4.07	45	4.15
Romania	34	63	4.17	51	4.85	66	3.80	66	3.84
Albania	35	71	4.01	53	4.79	91	3.30	61	3.93
Georgia	36	73	3.98	35	5.11	94	3.21	92	3.62
Macedonia, FYR	37	76	3.96	56	4.78	78	3.49	93	3.62
Serbia	38	82	3.85	67	4.57	84	3.39	94	3.60
Ukraine	39	85	3.83	64	4.63	76	3.53	118	3.33
Armenia	40	90	3.77	58	4.75	100	3.09	107	3.47
Bosnia and Herzegovina	41	97	3.63	92	4.24	97	3.14	103	3.49
Moldova	42	99	3.60	68	4.57	98	3.11	129	3.12

strong human resources (ranked 8th), and solid ICT and air transport infrastructures (ranked 9th and 5th, respectively). The country also benefits from a supportive policy environment as well as significant focus on environmental sustainability. Its rise in rank since the last assessment is driven largely by greater safety and security, a greater affinity for Travel & Tourism in the country, and more competitive prices, particularly hotel prices.

Spain is ranked behind the United Kingdom within Europe, falling two places to 8th position. The country is ranked 2nd worldwide for the richness of its cultural resources, with many World Heritage sites, a large number of international fairs and exhibitions, and a significant sports stadium capacity. Spain's tourism infrastructure is ranked 8th internationally, with many hotel rooms, car rental facilities, and ATMs; and its air transport infrastructure also gets good marks (ranked 8th). The government prioritizes the sector significantly, taking great care to collect comprehensive and timely data on the T&T sector, and the country makes strong efforts to attract tourists through solid destination-marketing campaigns and by ensuring Spain's presence at many international tourism fairs. Spain's decline in rank is driven in large part by increased concerns about the availability of qualified labor and a comparative weakening of some aspects of the policy environment.

Italy moves up by one position to 27th overall, and is ranked 20th in Europe. As well as its cultural richness, with many World Heritage Sites, international fairs and exhibitions, and rich creative industries, Italy's strengths lie in areas such as the health and hygiene of the country (27th), its air transport infrastructure (30th), and especially its excellent tourism infrastructure (ranked 1st). However, it faces a number of challenges that bring its overall rating down. These include policy rules and regulations, where Italy ranks 84th (consistently getting worse over the past few years) because of its lack of foreign ownership (ranked 112th) and its lack of transparency in government policymaking (119th). In addition, ground transport infrastructure requires upgrading, there is insufficient focus on developing the sector in an environmentally sustainable way, and the country continues to suffer from a lack of price competitiveness.

Greece is ranked 21st in Europe and 29th overall, down by five positions since the last assessment. The country benefits from rich cultural resources (ranked 25th), excellent health and hygiene (ranked 20th overall), and a top-notch tourism infrastructure (5th). Further, there is a strong national affinity for tourism compared with many other European countries, including a generally open and positive attitude toward tourists (26th). The decline in rank can be traced to factors such as a weaker policy environment and increased concerns about safety and security, as well as a lower prioritization of Travel & Tourism within the country (perhaps not surprising given the country's recent more general economic travails).

Croatia, a country well known for its tourism industry and one that is aiming to join the European Union (EU) in the coming years, is ranked 24th in Europe and 34th overall, on a par with countries such as Malaysia and well ahead of several EU members. Croatia's performance has remained stable over the last several editions of the *Report.* It is endowed with a remarkable 15 cultural and 1 natural World Heritage sites, and is ranked 20th in terms of its overall affinity for Travel & Tourism. In addition, the country's tourism-specific infrastructure is ranked 4th out of all 139 countries. On the other hand, in order to improve the sector's competitiveness further, a goal will be to upgrade ground transport infrastructure, particularly railroads and ports as well as air transport infrastructure, and to bring policy rules and regulations in the country more in line with those that are needed for developing the sector (presently ranked 77th).

Montenegro sees one of the most impressive improvements this year out of all countries, going up by a full 16 places to 36th overall, just behind Croatia in the region. The country's policy rules and regulations for the sector have improved substantially, now ranked 10th in this area; it is also prioritizing the sector more strongly. Montenegro has a strong affinity for Travel & Tourism (ranked 7th), perhaps not surprising given the importance of the sector for the country's economy. Yet while tourism infrastructure is already well developed (ranked 25th), ground transport infrastructure (109th) and air transport infrastructure (62nd) could be further improved to reinforce the country's T&T competitiveness.

Turkey is ranked 29th in Europe and 50th in the TTCI, up six places since the last assessment. The country certainly benefits from its rich cultural heritage, with 17 World Heritage cultural sites, 2 World Heritage natural sites, several international fairs and exhibitions, and strong creative industries. In addition, the policy rules and regulations governing the sector are supportive and have improved since the 2009 T&T *Report* (ranked 34th). However, the country's overall T&T competitiveness is held back by worries about safety and security (97th), particularly related to terrorism and concerns about the ability of the police to provide protection from crime and violence. Health and hygiene is also a comparative weakness (67th), as well as ground transport infrastructure inadequacies (especially railroads and ports). In addition, further attention must be placed on protecting the country's natural resources (it is ranked 85th for environmental sustainability).

Russia is ranked 33rd in Europe and 59th overall, with a stable performance compared with the last *Report.* The country gets relatively high marks for natural resources (27th) and cultural resources (35th), due in particular to its many World Heritage sites. It also has a quite well developed air transport infrastructure (31st), an assessment that has improved somewhat since the 2009 T&T *Report.* However, ground transport infrastructure (95th) gets lower marks. Safety and security issues are also of serious concern (113th), with a high level of crime and violence, a lack of trust in the police to provide protection from crime, and many deaths caused by road traffic accidents, although this is an overall area that has seen some improvement since the last assessment. Most strikingly, Russia is assessed as having a very nonconducive policy environment (126th) due, for example, to extremely rare foreign ownership, property rights that are not well protected, and visa requirements for visitors from many countries. A lack of focus on environmental sustainability, ranked 98th, is also an area of concern. More generally, the sector is not seen to be a priority of the government, and is ranked a low 122nd.

As in past years, at the bottom of the European rankings are a number of Balkan countries (**Macedonia, Serbia,** and **Bosnia and Herzegovina**), as well as **Ukraine, Armenia,** and **Moldova.** In line with their less-advanced development, these countries will require significant investments in upgrading the infrastructure needed to support healthy and growing T&T sectors.

Table 4: The Travel & Tourism Competitiveness Index 2011: The Americas

				SUBINDEXES					
	OVERALL INDEX			T&T regulatory framework		T&T business environment and infrastructure		T&T human, cultural, and natural resources	
Country/Economy	Regional rank	Overall rank	Score	Rank	Score	Rank	Score	Rank	Score
United States	1	6	5.30	44	5.01	3	5.42	1	5.48
Canada	2	9	5.29	25	5.28	5	5.38	7	5.21
Barbados	3	28	4.84	20	5.45	21	4.99	47	4.07
Mexico	4	43	4.43	74	4.48	61	3.91	13	4.90
Costa Rica	5	44	4.43	47	4.92	58	3.95	33	4.43
Puerto Rico	6	45	4.42	40	5.05	38	4.55	88	3.65
Brazil	7	52	4.36	80	4.40	75	3.55	11	5.13
Panama	8	56	4.30	52	4.84	52	4.08	57	3.97
Chile	9	57	4.27	48	4.91	56	3.99	62	3.89
Uruguay	10	58	4.24	30	5.19	71	3.62	60	3.93
Argentina	11	60	4.20	72	4.51	70	3.66	35	4.41
Jamaica	12	65	4.12	55	4.79	59	3.93	87	3.65
Peru	13	69	4.04	87	4.30	82	3.40	34	4.42
Dominican Republic	14	72	3.99	63	4.66	69	3.66	89	3.65
Colombia	15	77	3.94	102	4.17	92	3.30	39	4.36
Trinidad and Tobago	16	79	3.91	100	4.18	51	4.13	111	3.42
Guatemala	17	86	3.82	103	4.08	81	3.40	58	3.96
Ecuador	18	87	3.79	93	4.24	93	3.26	64	3.87
Honduras	19	88	3.79	90	4.27	80	3.41	77	3.68
El Salvador	20	96	3.68	84	4.35	79	3.49	124	3.19
Guyana	21	98	3.62	91	4.25	99	3.10	102	3.50
Nicaragua	22	100	3.56	105	3.99	104	3.03	84	3.66
Venezuela	23	106	3.46	120	3.67	96	3.15	99	3.55
Bolivia	24	117	3.35	133	3.36	111	2.87	67	3.82
Paraguay	25	123	3.26	107	3.95	122	2.72	130	3.11

Note: Suriname is not covered anymore this year.

The Americas

Table 4 shows the regional rankings for the countries in the Americas. As this table shows, **the United States** is the highest-ranked country in the Americas and 6th out of all countries, up two positions from the last assessment and with a somewhat stable performance since the TTCI was conceived. The country places 3rd for its overall business environment and infrastructure and 1st for its human, cultural, and natural resources. In particular, the United States has an excellent air transport infrastructure (ranked 2nd) and high-quality tourism infrastructure. Its cultural resources are ranked 6th and its natural resources are ranked 3rd out of all countries, with many nationally protected areas and many World Heritage natural sites, although a perception exists that the environment is not being sufficiently protected (ranked 105th for environmental sustainability).

Canada falls four places this year to 9th overall and 2nd in the region. Canada's natural resources constitute a key strength, with the country's nine World Heritage natural sites placing it 4th internationally. Its cultural resources are also a strong point, with many international fairs and exhibitions in the country and strong creative industries in particular. Canada's air transport infrastructure is ranked 1st out of all countries, and it also gets good marks for its tourism and ICT infrastructure, facilitating the online T&T environment. Canada's policy environment is very conducive to the development of the sector (ranked 4th, up one place since the 2009 T&T *Report*).

Barbados is ranked 3rd in the region, at 28th overall, up two places since the last assessment. Barbados is ranked 2nd overall for the country's affinity for Travel & Tourism, with a positive attitude toward tourists and toward the value of tourism in the country. The country is prioritizing the sector to a very high degree (ranked 3rd), spending a high percentage of GDP on the sector, ensuring effective destination-marketing campaigns, and collecting relevant sector data on a timely basis. Increased efforts toward environmental sustainability would further reinforce the country's strong T&T competitiveness.

Mexico has improved by eight places and is now ranked 4th in the region and 43rd overall, overtaking Costa Rica and Brazil since the last assessment. Mexico gets impressive marks for its natural resources (ranked 10th), an area that shows an improvement since the last assessment, with many World Heritage natural sites and rich fauna. The country's cultural resources are also among the best in the world (19th), with 33 World Heritage cultural sites, several international fairs and exhibitions, and strong creative industries. These inherent strengths are reinforced by the overall prioritization of the sector in the country (30th), with effective marketing and branding campaigns for attracting tourists and significant efforts to collect T&T sector data in a comprehensive and timely manner. Some areas requiring attention are the ground transport infrastructure (79th), insufficient heath and hygiene (ranked 64th), and safety and security concerns, ranked 128th.

Costa Rica is ranked 5th in the region and 44th overall. The country gets excellent marks for its natural resources (ranked 6th), with several World Heritage sites, a high percentage of nationally protected areas, and its very diverse fauna. Given the importance of the natural environment for the country's tourism industry, it is notable that it ranks a high 25th overall for environmental sustainability, an area where it has continued to improve over the past few years. However, health and hygiene remains a concern (74th). Further, although its tourism infrastructure is relatively well developed (39th), with a strong presence of major car rental companies and abundant hotel rooms, ground transport infrastructure requires significant upgrading (93rd), particularly roads and ports, making travel in the country somewhat difficult.

Puerto Rico is ranked 6th in the region and 45th overall, up eight places since the last assessment. Puerto Rico has a number of strengths, which include a policy environment that is conducive to the development of the sector (14th) and solid efforts to ensure environmental sustainability (14th). Puerto Rico's air and ground transport infrastructure are also well assessed (ranked 31st and 19th, respectively). The quality of human resources is a comparative strength as well, particularly by regional standards, with Puerto Rico ranked 33rd on this pillar. On the other hand, its T&T competitiveness could be strengthened by upgrading its ICT infrastructure (63rd). Other areas of concern include safety and security in the territory (61st) and health and hygiene issues (69th). Areas of measurable improvement are Puerto Rico's price competitiveness and its affinity for Travel & Tourism.

Brazil is ranked 7th in the Americas and 52nd overall, declining by seven places since the last assessment but with a stable score. The country is ranked 1st out of all countries for its natural resources and 23rd for its cultural resources, with many World Heritage sites, a great proportion of protected land area, and the richest fauna in the world. This is buttressed by a focus on environmental sustainability (ranked 29th), an area that has been improving over recent years. Safety and security has also improved impressively since the last assessment. On the other hand, the ground transport network remains underdeveloped (116th), with the quality of roads, ports, and railroads requiring improvements. The country also continues to suffer from a lack of price competitiveness (114th), attributable in part to high ticket taxes and airport charges in the country, as well as high prices and high taxation more generally. Further, the overall policy environment is not particularly conducive to the development of the sector (ranked 114th), with discouraging rules on FDI, much time required for starting a business, and somewhat restrictive commitments to opening up tourism services under GATS commitments.

Chile is ranked 9th in the region and 57th overall, maintaining a very stable performance since the last assessment. It has notable cultural resources, with six World Heritage cultural sites and several international fairs and exhibitions held in the country. In addition, policy rules and regulations are conducive to the development of the T&T sector (12th), with few foreign ownership restrictions, a liberal visa regime, and open bilateral Air Service Agreements, although the time and cost for starting new businesses remains relatively high. The country also benefits from good safety and security by regional standards (27th). However, Chile's T&T competitiveness would be strengthened by upgrading both its transport and tourism infrastructures and by a greater focus on developing the industry in a more environmentally sustainable way.

Argentina is ranked 11th in the region, placing 60th overall, up five places since the last *Report*. Argentina has strong natural resources (20th), with four World Heritage sites and very diverse fauna. The country also benefits from a relatively high airport density, abundant seat kilometers, and a number of operating airlines, although the quality of air transport continues to be highlighted as a problem area (ranked 115th). A number of other weaknesses are pulling the country's overall score down. For example, several government policies—such as weak property rights and stringent rules on FDI (both ranked 134th)—are not supporting the development of the sector. Further, environmental regulation is not sufficiently stringent (ranked 119th) or well enforced (ranked 134th), which is of concern given the importance of natural resources for the country's tourism industry.

Venezuela, despite being ranked a high 9th for its natural resources (with much protected land area and diverse fauna), is ranked third from last in the region, at 106th overall. Among its significant weaknesses are a lack of safety and security (ranked 134th), a low prioritization of the tourism industry (126th), and its extremely low rank for national affinity for Travel & Tourism (138th). In addition, infrastructure is in need of upgrading, particularly ground transport infrastructure (ranked 136th). The policy environment is also not very conducive to the development of the T&T sector. Property rights are not well protected in the country, and FDI is also not encouraged (ranked 139th, last out of all countries, for both indicators).

Asia Pacific

Table 5 displays the regional rankings and data for the Asia Pacific region. As the table shows, **Singapore** is the top-ranked country in the region at 10th position, the same position it held in the last edition of the *Report*. Singapore benefits from excellent transport infrastruc-

Table 5: The Travel & Tourism Competitiveness Index 2011: Asia Pacific

				SUBINDEXES					
	OVERALL INDEX			T&T regulatory framework		T&T business environment and infrastructure		T&T human, cultural, and natural resources	
Country/Economy	Regional rank	Overall rank	Score	Rank	Score	Rank	Score	Rank	Score
Singapore	1	10	5.23	6	5.72	4	5.39	23	4.59
Hong Kong SAR	2	12	5.19	4	5.80	13	5.19	24	4.59
Australia	3	13	5.15	36	5.08	17	5.11	4	5.28
New Zealand	4	19	5.00	13	5.60	25	4.80	22	4.60
Japan	5	22	4.94	27	5.24	32	4.72	14	4.86
Korea, Rep.	6	32	4.71	50	4.86	28	4.76	27	4.53
Malaysia	7	35	4.59	60	4.71	40	4.35	18	4.72
Taiwan, China	8	37	4.56	46	4.95	31	4.73	55	4.00
China	9	39	4.47	71	4.52	64	3.84	12	5.06
Thailand	10	41	4.47	77	4.45	43	4.32	21	4.64
Brunei	11	67	4.07	96	4.20	50	4.14	63	3.87
India	12	68	4.07	114	3.84	68	3.71	19	4.65
Indonesia	13	74	3.96	94	4.21	86	3.33	40	4.35
Vietnam	14	80	3.90	89	4.28	89	3.31	46	4.12
Sri Lanka	15	81	3.87	79	4.41	83	3.40	68	3.81
Azerbaijan	16	83	3.85	59	4.72	87	3.33	105	3.49
Kazakhstan	17	93	3.70	65	4.59	88	3.32	123	3.19
Philippines	18	94	3.69	98	4.18	95	3.18	75	3.69
Mongolia	19	101	3.56	97	4.20	112	2.82	86	3.65
Kyrgyz Republic	20	107	3.45	95	4.21	132	2.59	100	3.54
Cambodia	21	109	3.44	110	3.92	118	2.73	81	3.67
Nepal	22	112	3.37	106	3.97	128	2.62	101	3.52
Tajikistan	23	118	3.34	88	4.28	130	2.60	128	3.13
Pakistan	24	125	3.24	129	3.45	102	3.06	122	3.21
Bangladesh	25	129	3.11	130	3.45	113	2.82	131	3.05
Timor-Leste	26	134	2.99	123	3.64	138	2.42	134	2.90

ture, with ground transport infrastructure and air transport infrastructure ranked 2nd and 14th, respectively. Singapore is ranked 2nd for the quality of its human resources available to work in the country. And with the country's famously well-functioning public institutions, it is perhaps not surprising that it ranks 1st out of all countries for its policy environment, with rules and regulations that are extremely conducive to the development of its T&T industries (policies facilitating foreign ownership and FDI, well-protected property rights, and few visa restrictions). Further, Singapore is among the safest countries of all assessed with regard to safety and security, and is ranked 2nd for the overall prioritization of Travel & Tourism in the country. Price competitiveness also remains an area of strength compared with many other countries at the same advanced stage of development.

Singapore is followed in the regional rankings by **Hong Kong SAR** at 12th overall, the same place it held in the last edition. Hong Kong's transport is even better assessed than Singapore's, with ground transport and air transport infrastructures ranked 1st and 12th, respectively. Hong Kong gets relatively good marks for cultural resources, with many international fairs and exhibitions held in the country and strong creative industries. Hong Kong's policy environment is rated second only to Singapore's, and the tourism sector is a clear priority (ranked 12th). Like Singapore, Hong Kong is safe from crime and violence (ranked 5th), and the country is unsurpassed for the quality of health and hygiene, where it ranks 1st.

Australia continues to decline in the rankings by four more places, and is now at 13th position overall. Australia's T&T competitiveness continues to be characterized by a number of clear strengths, including its rich natural resources: the country ranks 1st for its World Heritage natural sites, benefiting from diverse fauna and a pristine natural environment. Given the importance of the environment for much of its leisure tourism, it is notable that the stringency and enforcement of its environmental regulations are well assessed. And given the country's distance from other continents and the related importance of domestic air travel to overcome the large distances between major sites, its competitiveness is also buttressed by excellent air transport infrastructure (ranked 3rd) as well as good general tourism infrastructure (ranked 16th). The drop in rank since the last edition can be traced in large part to a perceived weakening of the focus on environmental sustainability and increased concerns about the availability of qualified labor in the country.

New Zealand is ranked 4th in the region and 19th overall, up one position since the last edition. The country benefits from its rich natural resources, with a number of World Heritage natural sites (ranked 17th) and a pristine natural environment (ranked 3rd), protected by strong and well-enforced environmental legislation. The overall policy rules and regulations in the country are conducive to the development of the sector (ranked 3rd), with very transparent policymaking and among the least time and lowest cost required to start a business internationally. Although the country's ground transport network remains somewhat underdeveloped, its air transport infrastructure gets excellent marks (ranked 11th), and both the tourism and ICT infrastructures are quite good by international standards. New Zealand also benefits from high-quality human resources (ranked 14th) and a very safe and secure environment overall (14th).

Japan is ranked 5th regionally and 22nd out of all countries in the TTCI, up three places since the last assessment. Japan benefits from its cultural resources (ranked 12th), attributable to its 29 World Heritage cultural sites, the many international fairs and exhibitions held in the country, and its rich creative industries. Its ground transport infrastructure is among the best in the world (ranked 6th), especially railroads, and Japan continues to be a leader in the area of education and training (ranked 12th). However, Japan ranks third from the bottom for the affinity of the country for Travel & Tourism (131st), and it struggles with prices that are not competitive by international standards (ranked 137th).

Korea, Rep. is ranked 32nd, just ahead of Malaysia in the regional rankings. Korea's strengths lie in its excellent ground transport and ICT infrastructure (ranked 18th and 8th, respectively) and its rich cultural resources (ranked an impressive 5th). On the other hand, its overall T&T competitiveness is held back by a weak affinity for Travel & Tourism (ranked a low 120th), low prioritization of the sector more generally (94th), and its relative costliness as a destination (ranked 96th).

Malaysia is ranked 7th regionally and 35th overall, down three positions since the 2009 T&T *Report*. Malaysia benefits from its rich natural resources (ranked 22nd) and its cultural resources (ranked 33rd). The country also benefits from excellent price competitiveness (ranked 3rd), with low comparative hotel and fuel prices, low ticket taxes and airport charges, very competitive hotel prices, and a favorable tax regime. Malaysia's policy environment is assessed as conducive to the development of the sector (ranked 21st), and the country is characterized by a strong affinity for Travel & Tourism more generally (ranked 17th). With regard to weaknesses, health and hygiene indicators lag behind those of many other countries in the region, with, in particular, a low physician density (placing the country 96th).

China, ranked 9th regionally, has continued its ascent in the rankings, moving up an additional eight places to 39th overall this year. China has been building on a number of clear strengths: it is ranked 5th for its natural resources, with many World Heritage natural sites and fauna that are among the richest in the world. It is ranked 16th for its cultural resources, with several World Heritage cultural sites, many international fairs and exhibitions held in the country, and creative industries that are unsurpassed. Moreover, the country is ranked 24th in price competitiveness. In addition, China has a relatively good air transport infrastructure (ranked 35th). However, there are some weaknesses pulling the country's ranking down. China has a policy environment that is not conducive for T&T development (ranked 80th), although this is an area that has improved somewhat since the last assessment. Furthermore, policies related to environmental sustainability, while also improving, require further attention (95th). There are also some concerns related to health and hygiene (96th). Ground transport infrastructure gets middling marks (59th), and the country's tourism infrastructure remains underdeveloped (ranked 95th), with few hotel rooms available and few ATMs.

Thailand is ranked 10th in the region and 41st overall, down two places since the last edition. It is endowed with rich natural resources and a strong affinity for Travel & Tourism (ranked 21st and 24th, respectively), with a very friendly attitude of the population toward tourists (ranked 8th). This is buttressed by the government's strong prioritization of the sector (ranked 16th), with good destination-marketing campaigns and price competitiveness. However, some weaknesses remain: despite the prioritization of the sector by the government, some aspects of the regulatory environment—such as stringent foreign ownership restrictions, visa restrictions for many travelers, and the long time required for starting a business in the country—are not particularly conducive to developing the sector (ranked 76th). In addition, given the importance of the natural environment for the country's tourism, environmental sustainability should be a greater priority (ranked 97th).

India is ranked 12th in the region and 68th overall, down six places since the last edition. As with China, India is well assessed for its natural resources (ranked 8th) and cultural resources (24th), with many World Heritage sites, both natural and cultural, rich fauna, many fairs and exhibitions, and strong creative industries. India also has quite good air transport (ranked 39th), particularly given the country's stage of development, and reasonable ground transport infrastructure (ranked 43rd). However, some aspects of its tourism infrastructure remain somewhat underdeveloped (ranked 89th), with very few hotel rooms per capita by international comparison and low ATM penetration. Another area of concern is the policy environment, which has weakened measurably since the last assessment and is now ranked 128th, with much time and cost for starting a business, bilateral Air Service Agreements that are not assessed as open, and visas required for most visitors. Other areas requiring attention are health and hygiene standards (112th) and the country's human resources base (96th).

Indonesia is ranked 13th in the regional rankings and 74th overall, up seven places since the last edition. In terms of strengths, Indonesia places 17th for its natural resources, with several World Heritage natural sites and the richness of its fauna as measured by the known species in the country. Indonesia also has rich cultural resources (ranked 39th), with eight World Heritage cultural sites, a number of international fairs and exhibitions held in the country, and strong creative industries. Further, the country is ranked 4th overall on price competitiveness in the T&T industry because of its competitive hotel prices (ranked 6th), low ticket taxes and airport charges, and favorable fuel prices. In addition, it is ranked 15th for its national prioritization of Travel & Tourism. However, these strengths are held back by underdeveloped infrastructure in the country, including to a certain extent air transport (58th) and especially ground transport (82nd), tourism infrastructure (116th), and ICT infrastructure (96th), representing significant investment opportunities in the country. There are also some concerns related to safety and security, particularly a lack of trust of police services and the business costs of potential terrorism. In addition, the country is not ensuring the sustainable development of the tourism sector (ranked 127th), an area of particular concern given the sector's dependence on the quality of the natural environment.

Vietnam is ranked 14th in the region and 80th overall, up nine places since the last assessment. It benefits from its rich cultural resources (ranked 36th), with several World Heritage cultural sites, several international fairs and exhibitions, and strong creative industries. Another attraction is Vietnam's natural resources, ranked 24th for its World Heritage natural sites, and with very diverse fauna in the country. These attributes are reinforced by the country's price competitiveness (16th). In order to strengthen its T&T competitiveness, Vietnam must further develop its transport infrastructure and its tourism infrastructure (110th), while ensuring that the sector is developed in an environmentally sustainable way (115th).

The Philippines is ranked 18th regionally and 94th overall, down eight places since the last edition, with a weaker performance across most areas measured by the Index. Among the country's strengths are aspects of its natural resources: it is ranked 24th for the number of World Heritage natural sites and 40th for the total known species in the country. The Philippines also benefits from excellent price competitiveness (ranked 20th), with low prices overall, particularly hotel prices, and low ticket taxes and airport charges. There are also some aspects of the policy rules and regulations regime that are conducive to the development of the sector, such as few visa requirements for foreign visitors (ranked 3rd) and bilateral Air Service Agreements that are assessed as comparatively open (29th), although other areas—such as the protection of property rights, rules related to foreign investment, and the difficulty of starting a business in the country—remain a challenge. Other matters of concern are safety and security (ranked 109th); health and hygiene levels (97th); and transport, tourism, and ICT infrastructures that require upgrading.

The Middle East and North Africa

Table 6 shows the regional rankings for the Middle East and North Africa region. Note that these rankings were established prior to the political unrest experienced in North Africa in early 2011. As the table shows, the **United Arab Emirates (UAE)** continues to lead the region at 30th overall, up three places since the last assessment. While the UAE is not endowed with rich natural resources (116th), it sees a significant improvement in the assessment of its cultural resources (34th, up from 84th). In addition, the country is characterized by a strong affinity for Travel & Tourism (25th). The UAE's infrastructure also gets good marks, particularly its air transport infrastructure, which is ranked a very high 4th out of all countries assessed. The government is seen as prioritizing the sector strongly (ranked 8th) and carrying out very effective destination-marketing campaigns (ranked 1st). An area of clear improvement over recent years is in the rules and regulations, which have been adjusted to better support the sector's development, with the UAE moving up from 81st place in the 2009 *Report* to 38th place this year.

Bahrain is ranked 2nd in the region and 40th overall, up one place since the last assessment. The country benefits from good transport infrastructure, particularly ground transport infrastructure (ranked 11th), and from a well-developed tourism infrastructure (ranked 26th). Bahrain also has high-quality human resources to call on in the country (29th), along with high levels of safety and security. On the other hand, policy rules and regulations could be more supportive of the sector's development (ranked 58th), and environmental sustainability remains a particular area of concern (123rd).

Qatar is ranked 3rd in the region and 42nd overall, down five places since the 2009 T&T *Report*. Qatar benefits from a safe and secure environment (ranked 28th), high-quality human resources in the country (ranked 18th), good tourism infrastructure (34th), and excellent air transport infrastructure (21st), in line with its increasing role as an air transportation hub. In order to further improve the country's T&T competitiveness, the country should continue to improve its policy environment and also to focus on environmental sustainability (67th).

Israel is ranked 4th in the region, dropping 10 places to 46th overall. Israel benefits from its cultural attributes, including a number of World Heritage cultural sites. The country's human resources base is also well evaluated

Table 6: The Travel & Tourism Competitiveness Index 2011: The Middle East and North Africa

				SUBINDEXES					
	OVERALL INDEX			T&T regulatory framework		T&T business environment and infrastructure		T&T human, cultural, and natural resources	
Country/Economy	Regional rank	Overall rank	Score	Rank	Score	Rank	Score	Rank	Score
United Arab Emirates	1	30	4.78	57	4.77	9	5.32	42	4.24
Bahrain	2	40	4.47	62	4.66	20	5.06	78	3.68
Qatar	3	42	4.45	43	5.02	34	4.68	90	3.64
Israel	4	46	4.41	41	5.04	42	4.33	65	3.87
Tunisia	5	47	4.39	31	5.17	54	4.05	59	3.94
Oman	6	61	4.18	61	4.67	47	4.18	76	3.69
Saudi Arabia	7	62	4.17	81	4.38	41	4.35	70	3.77
Jordan	8	64	4.14	37	5.08	72	3.61	74	3.73
Lebanon	9	70	4.03	78	4.42	63	3.86	69	3.80
Egypt	10	75	3.96	70	4.53	74	3.59	71	3.77
Morocco	11	78	3.93	69	4.55	77	3.50	73	3.74
Kuwait	12	95	3.68	108	3.94	60	3.92	126	3.18
Syria	13	105	3.49	101	4.17	109	2.91	113	3.39
Algeria	14	113	3.37	112	3.87	110	2.89	116	3.35
Iran, Islamic Rep.	15	114	3.37	131	3.43	103	3.03	91	3.64
Libya	16	124	3.25	122	3.64	107	2.92	125	3.18

(31st), providing healthy and well-trained people to work in the T&T sector. Further, its ICT infrastructure is quite well developed compared with those of other countries in the region. But although Israel gets excellent marks related to health and hygiene (ranked 16th), some aspects of safety and security continue to be worriesome, primarily related to concerns about terrorism (ranked 105th). The decline in rank since the last assessment is in large part attributable to a weakening in the policy environment, and a sense that the sector is no longer being prioritized as strongly as in the past.

Tunisia is ranked 5th in the region and 47th overall, down three places since the last edition. Tunisia benefits from its strong prioritization of Travel & Tourism (8th), with high government spending on the sector, effective destination-marketing campaigns, and impressive efforts to collect tourism data in a comprehensive and timely manner. In addition, the country continues to benefit from its price competitiveness, ranked 9th, with competitive hotel prices, reasonable taxation, and low prices more generally. On the other hand, health and hygiene remains an area of concern (79th), with a relatively low physician density and a low concentration of hospital beds, and access to improved sanitation and water that could be improved. The country's ICT infrastructure also remains underdeveloped (ranked 76th). The effects of the recent political unrest in the country are not captured by the present assessment, which we expect to become apparent in the next *Report*.

Lebanon enters the Index for the first time, ranking 9th in the region and 70th overall. The country has a number of cultural attributes, such as five World Heritage cultural sites and some creative industries. Perhaps more importantly, Lebanon is ranked 1st out of all countries for its affinity for Travel & Tourism, with tourism accounting for a significant amount of economic activity, a very positive attitude toward foreign travelers, and an appreciation of the value of the country's attributes for tourism. And indeed, tourism infrastructure is well developed in the country (ranked 29th). On the other hand, in order to further improve Lebanon's T&T competitiveness, ground transport infrastructure should be further developed (ranked 100th), safety and security issues must be addressed (123rd), and policy rules and regulations should be more generally reviewed in order to better support the sector's development (98th). Looking forward, environmental sustainability will also need to be taken into account (125th).

Egypt is ranked 10th regionally, dropping 11 positions to reach 75th overall. While the effects of the recent political turmoil are not yet captured by the data discussed here, in the short term it is clear that political stability will be crucial to buttressing the country's T&T competitiveness. The TTCI points to a number of longer-term issues that must be addressed. Egypt's infrastructure needs improvement, particularly its tourism infrastructure (74th), its ground transport infrastructure (88th), and its ICT infrastructure (93rd), all areas that have weakened on a comparative basis since the last assessment. A focus on improving education and training in the country, ranked 87th, would also improve the country's overall T&T competitiveness. On

Table 7: Travel & Tourism Competitiveness Index 2011: Sub-Saharan Africa

				SUBINDEXES					
	OVERALL INDEX			T&T regulatory framework		T&T business environment and infrastructure		T&T human, cultural, and natural resources	
Country/Economy	Regional rank	Overall rank	Score	Rank	Score	Rank	Score	Rank	Score
Mauritius	1	53	4.35	28	5.24	48	4.15	79	3.67
South Africa	2	66	4.11	82	4.37	62	3.88	49	4.06
Namibia	3	84	3.84	83	4.37	67	3.71	109	3.45
Cape Verde	4	89	3.77	85	4.33	73	3.61	114	3.39
Botswana	5	91	3.74	86	4.32	85	3.34	98	3.56
Gambia, The	6	92	3.70	76	4.46	90	3.31	117	3.35
Rwanda	7	102	3.54	75	4.46	120	2.73	110	3.43
Kenya	8	103	3.51	113	3.87	106	2.93	72	3.75
Senegal	9	104	3.49	111	3.90	108	2.92	82	3.67
Ghana	10	108	3.44	115	3.82	105	3.01	104	3.49
Tanzania	11	110	3.42	121	3.67	127	2.62	56	3.97
Zambia	12	111	3.40	104	4.02	131	2.60	95	3.58
Uganda	13	115	3.36	116	3.75	125	2.65	80	3.67
Swaziland	14	116	3.35	99	4.18	101	3.07	136	2.81
Zimbabwe	15	119	3.31	118	3.71	126	2.64	96	3.57
Benin	16	120	3.30	119	3.68	117	2.75	106	3.47
Malawi	17	121	3.30	109	3.93	133	2.54	112	3.42
Ethiopia	18	122	3.26	132	3.42	114	2.81	97	3.56
Cameroon	19	126	3.18	127	3.49	129	2.61	108	3.45
Madagascar	20	127	3.18	126	3.49	116	2.76	120	3.29
Mozambique	21	128	3.18	124	3.64	119	2.73	127	3.15
Nigeria	22	130	3.09	134	3.22	115	2.76	119	3.30
Côte d'Ivoire	23	131	3.08	135	3.22	124	2.67	115	3.36
Burkina Faso	24	132	3.06	117	3.71	135	2.50	132	2.99
Mali	25	133	3.05	128	3.47	137	2.42	121	3.26
Lesotho	26	135	2.95	125	3.54	123	2.70	138	2.63
Mauritania	27	136	2.85	136	3.16	136	2.44	133	2.95
Burundi	28	137	2.81	137	3.08	134	2.52	135	2.82
Angola	29	138	2.80	138	3.07	121	2.72	139	2.61
Chad	30	139	2.56	139	2.88	139	2.09	137	2.70

a positive note, looking forward, the Index highlights the many strengths on which the country can build its T&T competitiveness. Egypt is rich in cultural heritage, with seven World Heritage cultural sites and several international fairs and exhibitions held in the country. In addition to its cultural attributes, it has been benefiting from excellent price competitiveness, ranked 5th, with competitive hotel prices, low fuel costs, and low prices more generally.

Morocco is ranked 11th in the regional rankings and 78th overall. Morocco also receives a good evaluation for aspects of its cultural resources, and is notably ranked 23rd for its many World Heritage cultural sites. In addition, the country is seen to be prioritizing the development of the sector (ranked 23rd), and is characterized by a strong affinity for Travel & Tourism more generally. Moreover, the government is seen to be making efforts to develop the T&T sector in a sustainable way. In order to improve the industry's competitiveness further, efforts should be made to improve health and hygiene levels in the country (104th) and upgrade education and training (102nd), as well as make additional improvements to the country's transport and tourism infrastructure. Safety and security also remain an area of concern.

Sub-Saharan Africa

Table 7 shows the rankings for sub-Saharan Africa. **Mauritius** remains the highest-ranked country in this region at 53rd overall, despite dropping 13 places in the rankings since the last assessment. Mauritius is ranked 1st out of all countries for the overall prioritization of the sector, with high government spending on the tourism industry (ranked 3rd), ensuring excellent destination-marketing campaigns to attract tourists (ranked 8th), and collecting tourism data in a timely fashion. Mauritius is ranked 4th for the country's overall affinity for Travel & Tourism, with the sector representing an important part of the economy and the general attitude of the population to foreign travelers being extremely welcoming. The country's tourism infrastructure is well developed by regional standards (47th), and its policy environment is supportive of the development of the sector (ranked 27th). Mauritius also benefits from price competitiveness (ranked 18th), with relatively low prices overall and taxation that is not overly burdensome, although this would be improved through lower ticket taxes and airport charges, and more competitive hotel prices. Safety and security levels are also good by regional standards (ranked 45th). In terms of challenges, although the government is seen to be making an effort to develop the industry in a sustainable way (ranked 10th), this effort could be backed up by more stringent and well-enforced environmental regulations (ranked 60th and 55th, respectively). The drop in rank is attributable to declines across most areas measured by the Index, and particularly those measuring the quality of infrastructure, including transport, tourism, and ICT infrastructures.

South Africa is ranked 2nd in the region and 66th overall, joining Mauritius as one of the only two sub-Saharan African countries in the top half of the overall rankings. South Africa comes in at a high 14th for its natural resources and 55th for its cultural resources, based on its many World Heritage sites, its rich fauna, its creative industries, and the many international fairs and exhibitions held in the country. The 2010 FIFA World Cup has reinforced South Africa's position as a key international tourist destination. South Africa also benefits from price competitiveness (37th), with reasonably priced hotel rooms and a favorable tax regime. Infrastructure in South Africa is also well developed for the region, with air transport infrastructure ranked 43rd and a particularly good assessment of railroad quality (47th) and road quality (43rd). Overall, policy rules and regulations are conducive to the sector's development (ranked 31st); this is an area where the country has improved since the last assessment, with well-protected property rights and few visa requirements for visitors. Indeed, in 2010 the government selected tourism as one of the five priority sectors in its growth plan and has been reviewing tourism legislation in an effort to streamline it further. However, there are also some areas of weakness that have brought down the country's overall ranking. Safety and security remains of serious concern (ranked 129th), as is the level of health and hygiene, where South Africa is ranked 88th as a result of its low physician density and concerns about access to improved sanitation in particular. Related to this, health indicators are extremely worrisome. South Africa's life expectancy is low (albeit improving), at 53 years, placing the country 124th overall, a ranking related in large part to the very high rates of communicable diseases such as HIV/AIDS. Improving the health of the workforce is of urgent concern for the future of the T&T sector, as well as for all other sectors in the economy.

Namibia follows South Africa in the regional rankings, placing 84th overall. The country benefits from its rich natural resources, with rich fauna and a pristine natural environment. Indeed, environmental sustainability is prioritized in the country (ranked 22nd), which is critical given the importance of the quality of the environment for Namibia's tourism. In addition, ground transport infrastructure is well developed by regional standards (44th). In order to further develop the sector, a more conducive policy environment will be important. For example, despite efforts in recent years, it remains costly and time consuming to start a business in the country. Health and hygiene is also not up to international standards (106th): the country has few doctors and insufficient access to improved sanitation and drinking water. More generally, improving the country's human resources base through better education and training and more conducive labor laws will be critical.

Botswana is ranked 5th in the region at 91st overall, down 12 places after a significant improvement in the last edition of the Index. The country, known for its beautiful natural parks, is ranked 33rd out of all countries for its natural resources, with much nationally protected land area (ranked 6th), rich fauna, and a lack of environmental damage. The country also benefits from excellent price competitiveness, where it is ranked 8th because of low ticket taxes and airport charges, a favorable tax regime, and low prices more generally. In addition, some aspects of the policy environment are supportive of the sector's development, including well-protected property rights and few visa restrictions. However, Botswana does face some challenges that lead to its rather low ranking overall. The country's bilateral Air Service Agreements are not evaluated as open (105th), and, despite improvements, much time is still required for starting a new business (61 days, placing the country 126th). Further, Botswana's transport infrastructure is somewhat underdeveloped, as is tourism infrastructure, with a low hotel room concentration, a limited presence of international car rental companies, and relatively few ATMs. There are also some concerns in the area of health and hygiene (100th), attributable to a low physician density, limited hospital beds, and insufficient access to improved sanitation. Associated with this, the greatest comparative weakness relates to the health of the workforce, although it must be noted that the country's average life expectancy of 62 years represents a significant improvement over the situation in recent years.

Kenya, a country long famous for its tourism attributes, is ranked 8th regionally and 103rd overall. Kenya is ranked 28th for its natural resources, with its two World Heritage natural sites and its rich diversity of fauna. Tourism is a recognized priority within the country (ranked 18th on this pillar), with high government spending on the sector and effective destination-marketing campaigns. In addition, there is a strong focus on environmental sustainability in the country (ranked 26th), which is particularly important for Kenya given the sector's dependence on the natural environment. On the downside, the policy environment is not at present sufficiently conducive to the development of the sector (ranked 103rd), with bilateral Air Service Agreements that are not open, insufficiently protected property rights, and much time and cost required for starting a business. In addition, infrastructure remains underdeveloped and health and hygiene levels require improvement. Finally, the security situation in the country remains a significant hindrance to further developing the sector (ranked 139th).

Tanzania is ranked 11th in the region and 110th overall, down 12 places since the last assessment. Tanzania places 2nd worldwide for its natural environment, with several World Heritage natural sites, rich fauna, and much protected land area. This is buttressed by some focus in the country on environmental sustainability (ranked 43rd), although there has been a weakening in this area since the last assessment. On the other hand, the country's policy environment is not sufficiently supportive of the development of the sector, and in fact is measurably less so than it was in the last edition of the Index, continuing a downward trend from previous years. Other issues of concern are security levels in the country, and a focus must be placed on improving the health of the workforce, upgrading the educational system, and improving all types of infrastructure on which the industry is dependent.

Zimbabwe is ranked 15th in the region and 119th overall, an improvement of two places since the last assessment. This continues to be a low ranking for a country that was, until recently, a popular tourist destination. Indeed, Zimbabwe is ranked a remarkable 13th for natural resources overall, with a number of World Heritage natural sites, much nationally protected land area, and rich fauna. Despite these strengths, which have attracted tourists to Zimbabwe over the years, the Index mainly highlights the country's weaknesses in other areas. After years of political mismanagement, the policy environment is among the worst in the world (ranked 136th), with extremely poor assessments for laws related to FDI and property rights, and where starting a business is extremely difficult and costly. Safety and security is also a major concern, with high crime and violence and a lack of trust in the reliability of police services to provide protection from crime (126th), reflecting the general breakdown in law and order in the country in recent years. There are also concerns related to human resources, with low enrollment rates in primary and secondary education by international standards, and among the worst health indicators in the world: while life expectancy has been increasing in many other countries in the region, it continues to decline in Zimbabwe, and is now just 42 years in the country, placing it 139th—last of all countries covered.

Conclusions

We have looked at the T&T competitiveness of 139 economies, spanning all regions of the world, based on the World Economic Forum's Travel & Tourism Competitiveness Index (TTCI). The TTCI represents our best efforts to capture the complex phenomenon of T&T competitiveness, demonstrating that a whole array of reforms and improvements in different areas are required for improving the T&T competitiveness of nations.

By highlighting success factors and obstacles to T&T competitiveness in economies around the world, the TTCI is a tool that can be used to identify the competitive strengths of individual economies as well as the barriers that impede the development of the sector. It also allows countries to track their progress over time on those indicators of interest.

We will continue to publish *The Travel & Tourism Competitiveness Report* on a biennial basis, ensuring that the TTCI can continue to be used as a platform for dialogue between the business community and national policymakers working together to improve the T&T competitiveness of their respective economies, and thus improving the growth prospects and prosperity of their citizens.

Note

1 However, IATA notes that it will be important to temper this recent optimism given that, despite a marked consolidation of the industry and good management of stock, 2011 will likely see a decrease in the sector's growth because of lingering high rates of unemployment and low consumer spending and confidence in Europe and North America. In addition, a surge of aircraft deliveries in 2011 will fuel capacity expansion. In this context, IATA estimates that profitability of the air transport industry will fall somewhat in 2011. For further details on IATA's projections, see IATA 2010.

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Appendix A: Composition of the Travel & Tourism Competitiveness Index 2011

This appendix provides details about the construction of the Travel & Tourism Competitiveness Index (TTCI).

The TTCI is composed of three subindexes: the T&T regulatory framework subindex; the T&T business environment and infrastructure subindex; and the T&T human, cultural, and natural resources subindex.

These subindexes are, in turn, composed of the 14 pillars of T&T competitiveness shown below: namely, policy rules and regulations, environmental sustainability, safety and security, health and hygiene, prioritization of Travel & Tourism, air transport infrastructure, ground transport infrastructure, tourism infrastructure, ICT infrastructure, price competitiveness in the T&T industry, human resources, affinity for Travel & Tourism, natural resources, and cultural resources. The numbering of the variables matches the numbering of the data tables. The number preceding the period indicates to which pillar the variable belongs (e.g., variable 1.01 belongs to the first pillar).

The pillars are calculated from both variables derived from the Executive Opinion Survey (Survey) and data from other sources. The Survey data comprise the responses to the World Economic Forum's Executive Opinion Survey and range from 1 to 7; other data were collected from various sources, which are described in the Technical Notes and Sources section at the end of the *Report*. These data are identified by an asterisk (*) in the following pages. To make the aggregation possible, these variables are transformed into a 1-to-7 scale in order to align them with the Survey results. We apply a min-max transformation, which preserves the order of, and the relative distance between, country scores.[1]

Each of the pillars has been calculated as an unweighted average of the individual component variables. The subindexes are then calculated as unweighted averages of the included pillars. In the case of the human resources pillar, which is itself composed of two subpillars (education and training and availability of qualified labor), the overall pillar is the unweighted average of the two subpillars.

The overall TTCI is then the unweighted average of the three subindexes. The variables of each pillar and subpillar are listed below.

Subindex A: T&T regulatory framework

Pillar 1: Policy rules and regulations

1.01 Prevalence of foreign ownership
1.02 Property rights
1.03 Business impact of rules on FDI
1.04 Visa requirements*
1.05 Openness of bilateral Air Service Agreements*
1.06 Transparency of government policymaking
1.07 Time required to start a business*
1.08 Cost to start a business*
1.09 GATS commitments restrictiveness index of T&T services*

Pillar 2: Environmental sustainability

2.01 Stringency of environmental regulation
2.02 Enforcement of environmental regulation
2.03 Sustainability of T&T industry development
2.04 Carbon dioxide emissions*
2.05 Particulate matter concentration*
2.06 Threatened species*
2.07 Environmental treaty ratification*

Pillar 3: Safety and security

3.01 Business costs of terrorism
3.02 Reliability of police services
3.03 Business costs of crime and violence
3.04 Road traffic accidents*

Pillar 4: Health and hygiene

4.01 Physician density*
4.02 Access to improved sanitation*
4.03 Access to improved drinking water*
4.04 Hospital beds*

Pillar 5: Prioritization of Travel & Tourism

5.01 Government prioritization of the T&T industry
5.02 T&T government expenditure*
5.03 Effectiveness of marketing and branding to attract tourists
5.04 Comprehensiveness of annual T&T data*[2]
5.05 Timeliness of providing monthly/quarterly T&T data*[2]

Subindex B: T&T business environment and infrastructure

Pillar 6: Air transport infrastructure

6.01 Quality of air transport infrastructure
6.02 Available seat kilometers, domestic*[3]
6.03 Available seat kilometers, international*[3]
6.04 Departures per 1,000 population*
6.05 Airport density*
6.06 Number of operating airlines*
6.07 International air transport network*

Pillar 7: Ground transport infrastructure

7.01 Quality of roads
7.02 Quality of railroad infrastructure
7.03 Quality of port infrastructure
7.04 Quality of domestic transport network
7.05 Road density*

Pillar 8: Tourism infrastructure

8.01 Hotel rooms*
8.02 Presence of major car rental companies*
8.03 ATMs accepting Visa cards*

Pillar 9: ICT infrastructure

9.01 Extent of business Internet use
9.02 Internet users*
9.03 Telephone lines*
9.04 Broadband Internet subscribers*
9.05 Mobile telephone subscribers*

Appendix A: Composition of the Travel & Tourism Competitiveness Index 2011 *(cont'd.)*

Pillar 10: Price competitiveness in the T&T industry

10.01 Ticket taxes and airport charges*
10.02 Purchasing power parity*
10.03 Extent and effect of taxation
10.04 Fuel price levels*
10.05 Hotel price index*

Subindex C: T&T human, cultural, and natural resources

Pillar 11: Human resources

Education and training

11.01 Primary education enrollment*
11.02 Secondary education enrollment*
11.03 Quality of the educational system
11.04 Local availability of specialized research and training services
11.05 Extent of staff training

Availability of qualified labor

11.06 Hiring and firing practices
11.07 Ease of hiring foreign labor
11.08 HIV prevalence*[4]
11.09 Business impact of HIV/AIDS[4]
11.10 Life expectancy*

Pillar 12: Affinity for Travel & Tourism

12.01 Tourism openness*
12.02 Attitude of population toward foreign visitors
12.03 Extension of business trips recommended

Pillar 13: Natural resources

13.01 Number of World Heritage natural sites*
13.02 Protected areas*
13.03 Quality of the natural environment
13.04 Total known species*

Pillar 14: Cultural resources

14.01 Number of World Heritage cultural sites*
14.02 Sports stadiums*
14.03 Number of international fairs and exhibitions*
14.04 Creative industries exports*

Notes

1 The standard formula for converting each variable that is not derived from the Survey to the 1-to-7 scale is

$$6 \times \left(\frac{\text{country score} - \text{sample minimum}}{\text{sample maximum} - \text{sample minimum}} \right) + 1$$

The *sample minimum* and *sample maximum* are the lowest and highest scores of the overall sample, respectively. For those variables for which a higher value indicates a worse outcome (e.g., road traffic accidents, fuel price levels), we rely on a normalization formula that, in addition to converting the series to a 1-to-7 scale, reverses it, so that 1 and 7 still correspond to the worst and best respectively:

$$-6 \times \left(\frac{\text{country score} - \text{sample minimum}}{\text{sample maximum} - \text{sample minimum}} \right) + 7$$

In some instances, adjustments were made to account for extreme outliers in the data.

2 A weight of 0.5 is applied to the variables 5.04 *Comprehensiveness of annual T&T data* and 5.05 *Timeliness of providing monthly/quarterly T&T data*. In this way we treat them as if they were one additional variable.

3 Variables 6.02 *Available seat kilometers, domestic* and 6.03 *Available seat kilometers, international* are combined to form one single variable.

4 The impact of HIV/AIDS on T&T competitiveness depends not only on its respective incidence rate, but also on how costly it is for business. Therefore, in order to estimate the impact of HIV/AIDS, we combine its incidence rate with the Survey question on its perceived cost to businesses. To combine these data we first take the ratio of each country's incidence rate relative to the highest incidence rate in the whole sample. The inverse of this ratio is then multiplied by each country's score on the related Survey question. This product is then normalized to a 1-to-7 scale.

Note that countries with zero reported incidences receive a 7, regardless of their scores on the related Survey question.

Appendix B: Travel & Tourism Competitiveness Index 2011 detailed rankings

In this appendix we present the detailed rankings and scores of the Travel & Tourism Competitiveness Index for 2011 for all 139 countries covered this year. This complements the regional rankings shown in the chapter.

Table B1: The Travel & Tourism Competitiveness Index 2011

			SUBINDEXES					
	OVERALL INDEX		T&T regulatory framework		T&T business environment and infrastructure		T&T human, cultural, and natural resources	
Country/Economy	Rank	Score	Rank	Score	Rank	Score	Rank	Score
Albania	71	4.01	53	4.79	91	3.30	61	3.93
Algeria	113	3.37	112	3.87	110	2.89	116	3.35
Angola	138	2.80	138	3.07	121	2.72	139	2.61
Argentina	60	4.20	72	4.51	70	3.66	35	4.41
Armenia	90	3.77	58	4.75	100	3.09	107	3.47
Australia	13	5.15	36	5.08	17	5.11	4	5.28
Austria	4	5.41	3	5.89	12	5.19	10	5.13
Azerbaijan	83	3.85	59	4.72	87	3.33	105	3.49
Bahrain	40	4.47	62	4.66	20	5.06	78	3.68
Bangladesh	129	3.11	130	3.45	113	2.82	131	3.05
Barbados	28	4.84	20	5.45	21	4.99	47	4.07
Belgium	23	4.92	18	5.48	35	4.66	20	4.64
Benin	120	3.30	119	3.68	117	2.75	106	3.47
Bolivia	117	3.35	133	3.36	111	2.87	67	3.82
Bosnia and Herzegovina	97	3.63	92	4.24	97	3.14	103	3.49
Botswana	91	3.74	86	4.32	85	3.34	98	3.56
Brazil	52	4.36	80	4.40	75	3.55	11	5.13
Brunei Darussalam	67	4.07	96	4.20	50	4.14	63	3.87
Bulgaria	48	4.39	54	4.79	44	4.32	51	4.05
Burkina Faso	132	3.06	117	3.71	135	2.50	132	2.99
Burundi	137	2.81	137	3.08	134	2.52	135	2.82
Cambodia	109	3.44	110	3.92	118	2.73	81	3.67
Cameroon	126	3.18	127	3.49	129	2.61	108	3.45
Canada	9	5.29	25	5.28	5	5.38	7	5.21
Cape Verde	89	3.77	85	4.33	73	3.61	114	3.39
Chad	139	2.56	139	2.88	139	2.09	137	2.70
Chile	57	4.27	48	4.91	56	3.99	62	3.89
China	39	4.47	71	4.52	64	3.84	12	5.06
Colombia	77	3.94	102	4.17	92	3.30	39	4.36
Costa Rica	44	4.43	47	4.92	58	3.95	33	4.43
Côte d'Ivoire	131	3.08	135	3.22	124	2.67	115	3.36
Croatia	34	4.61	42	5.02	36	4.58	43	4.23
Cyprus	24	4.89	23	5.33	14	5.15	44	4.19
Czech Republic	31	4.77	26	5.26	37	4.56	31	4.48
Denmark	16	5.05	15	5.51	16	5.11	26	4.53
Dominican Republic	72	3.99	63	4.66	69	3.66	89	3.65
Ecuador	87	3.79	93	4.24	93	3.26	64	3.87
Egypt	75	3.96	70	4.53	74	3.59	71	3.77
El Salvador	96	3.68	84	4.35	79	3.49	124	3.19
Estonia	25	4.88	17	5.50	19	5.09	50	4.06
Ethiopia	122	3.26	132	3.42	114	2.81	97	3.56
Finland	17	5.02	5	5.74	30	4.75	25	4.55
France	3	5.41	7	5.71	8	5.35	9	5.18
Gambia, The	92	3.70	76	4.46	90	3.31	117	3.35
Georgia	73	3.98	35	5.11	94	3.21	92	3.62
Germany	2	5.50	12	5.67	2	5.57	5	5.26
Ghana	108	3.44	115	3.82	105	3.01	104	3.49
Greece	29	4.78	34	5.11	29	4.75	29	4.48
Guatemala	86	3.82	103	4.08	81	3.40	58	3.96
Guyana	98	3.62	91	4.25	99	3.10	102	3.50
Honduras	88	3.79	90	4.27	80	3.41	77	3.68
Hong Kong SAR	12	5.19	4	5.80	13	5.19	24	4.59
Hungary	38	4.54	24	5.29	45	4.28	48	4.06
Iceland	11	5.19	2	5.90	6	5.36	41	4.31
India	68	4.07	114	3.84	68	3.71	19	4.65
Indonesia	74	3.96	94	4.21	86	3.33	40	4.35
Iran, Islamic Rep.	114	3.37	131	3.43	103	3.03	91	3.64

Cont'd.

Appendix B: Travel & Tourism Competitiveness Index 2011 detailed rankings *(cont'd.)*

Table B1: The Travel & Tourism Competitiveness Index 2011 *(cont'd.)*

			SUBINDEXES					
	OVERALL INDEX		T&T regulatory framework		T&T business environment and infrastructure		T&T human, cultural, and natural resources	
Country/Economy	Rank	Score	Rank	Score	Rank	Score	Rank	Score
Ireland	21	4.98	10	5.68	23	4.88	37	4.37
Israel	46	4.41	41	5.04	42	4.33	65	3.87
Italy	27	4.87	45	5.00	27	4.79	15	4.83
Jamaica	65	4.12	55	4.79	59	3.93	87	3.65
Japan	22	4.94	27	5.24	32	4.72	14	4.86
Jordan	64	4.14	37	5.08	72	3.61	74	3.73
Kazakhstan	93	3.70	65	4.59	88	3.32	123	3.19
Kenya	103	3.51	113	3.87	106	2.93	72	3.75
Korea, Rep.	32	4.71	50	4.86	28	4.76	27	4.53
Kuwait	95	3.68	108	3.94	60	3.92	126	3.18
Kyrgyz Republic	107	3.45	95	4.21	132	2.59	100	3.54
Latvia	51	4.36	38	5.07	39	4.36	83	3.66
Lebanon	70	4.03	78	4.42	63	3.86	69	3.80
Lesotho	135	2.95	125	3.54	123	2.70	138	2.63
Libya	124	3.25	122	3.64	107	2.92	125	3.18
Lithuania	55	4.34	33	5.14	46	4.21	85	3.66
Luxembourg	15	5.08	14	5.51	7	5.35	38	4.37
Macedonia, FYR	76	3.96	56	4.78	78	3.49	93	3.62
Madagascar	127	3.18	126	3.49	116	2.76	120	3.29
Malawi	121	3.30	109	3.93	133	2.54	112	3.42
Malaysia	35	4.59	60	4.71	40	4.35	18	4.72
Mali	133	3.05	128	3.47	137	2.42	121	3.26
Malta	26	4.88	9	5.69	22	4.93	54	4.02
Mauritania	136	2.85	136	3.16	136	2.44	133	2.95
Mauritius	53	4.35	28	5.24	48	4.15	79	3.67
Mexico	43	4.43	74	4.48	61	3.91	13	4.90
Moldova	99	3.60	68	4.57	98	3.11	129	3.12
Mongolia	101	3.56	97	4.20	112	2.82	86	3.65
Montenegro	36	4.56	32	5.15	49	4.15	36	4.38
Morocco	78	3.93	69	4.55	77	3.50	73	3.74
Mozambique	128	3.18	124	3.64	119	2.73	127	3.15
Namibia	84	3.84	83	4.37	67	3.71	109	3.45
Nepal	112	3.37	106	3.97	128	2.62	101	3.52
Netherlands	14	5.13	16	5.50	18	5.10	16	4.78
New Zealand	19	5.00	13	5.60	25	4.80	22	4.60
Nicaragua	100	3.56	105	3.99	104	3.03	84	3.66
Nigeria	130	3.09	134	3.22	115	2.76	119	3.30
Norway	20	4.98	8	5.71	26	4.79	32	4.45
Oman	61	4.18	61	4.67	47	4.18	76	3.69
Pakistan	125	3.24	129	3.45	102	3.06	122	3.21
Panama	56	4.30	52	4.84	52	4.08	57	3.97
Paraguay	123	3.26	107	3.95	122	2.72	130	3.11
Peru	69	4.04	87	4.30	82	3.40	34	4.42
Philippines	94	3.69	98	4.18	95	3.18	75	3.69
Poland	49	4.38	49	4.86	65	3.81	30	4.48
Portugal	18	5.01	19	5.47	24	4.84	17	4.73
Puerto Rico	45	4.42	40	5.05	38	4.55	88	3.65
Qatar	42	4.45	43	5.02	34	4.68	90	3.64
Romania	63	4.17	51	4.85	66	3.80	66	3.84
Russian Federation	59	4.23	73	4.49	53	4.07	45	4.15
Rwanda	102	3.54	75	4.46	120	2.73	110	3.43
Saudi Arabia	62	4.17	81	4.38	41	4.35	70	3.77
Senegal	104	3.49	111	3.90	108	2.92	82	3.67
Serbia	82	3.85	67	4.57	84	3.39	94	3.60
Singapore	10	5.23	6	5.72	4	5.39	23	4.59
Slovak Republic	54	4.35	39	5.05	57	3.96	52	4.04
Slovenia	33	4.64	29	5.19	33	4.70	53	4.03
South Africa	66	4.11	82	4.37	62	3.88	49	4.06
Spain	8	5.29	22	5.34	10	5.32	6	5.22
Sri Lanka	81	3.87	79	4.41	83	3.40	68	3.81
Swaziland	116	3.35	99	4.18	101	3.07	136	2.81
Sweden	5	5.34	11	5.67	15	5.15	8	5.21
Switzerland	1	5.68	1	5.99	1	5.58	2	5.48
Syria	105	3.49	101	4.17	109	2.91	113	3.39

Cont'd.

Table B1: The Travel & Tourism Competitiveness Index 2011 *(cont'd.)*

			SUBINDEXES					
	OVERALL INDEX		T&T regulatory framework		T&T business environment and infrastructure		T&T human, cultural, and natural resources	
Country/Economy	Rank	Score	Rank	Score	Rank	Score	Rank	Score
Taiwan, China	37	4.56	46	4.95	31	4.73	55	4.00
Tajikistan	118	3.34	88	4.28	130	2.60	128	3.13
Tanzania	110	3.42	121	3.67	127	2.62	56	3.97
Thailand	41	4.47	77	4.45	43	4.32	21	4.64
Timor-Leste	134	2.99	123	3.64	138	2.42	134	2.90
Trinidad and Tobago	79	3.91	100	4.18	51	4.13	111	3.42
Tunisia	47	4.39	31	5.17	54	4.05	59	3.94
Turkey	50	4.37	66	4.58	55	4.02	28	4.50
Uganda	115	3.36	116	3.75	125	2.65	80	3.67
Ukraine	85	3.83	64	4.63	76	3.53	118	3.33
United Arab Emirates	30	4.78	57	4.77	9	5.32	42	4.24
United Kingdom	7	5.30	21	5.35	11	5.27	3	5.28
United States	6	5.30	44	5.01	3	5.42	1	5.48
Uruguay	58	4.24	30	5.19	71	3.62	60	3.93
Venezuela	106	3.46	120	3.67	96	3.15	99	3.55
Vietnam	80	3.90	89	4.28	89	3.31	46	4.12
Zambia	111	3.40	104	4.02	131	2.60	95	3.58
Zimbabwe	119	3.31	118	3.71	126	2.64	96	3.57

Appendix B: Travel & Tourism Competitiveness Index 2011 detailed rankings *(cont'd.)*

Table B2: The Travel & Tourism Competitiveness Index: Regulatory framework

			PILLARS									
	T&T REGULATORY FRAMEWORK		1. Policy rules and regulations		2. Environmental sustainability		3. Safety and security		4. Health and hygiene		5. Prioritization of Travel & Tourism	
Country/Economy	Rank	Score	Rank	Score	Rank	Score	Rank	Score	Rank	Score	Rank	Score
Albania	53	4.79	46	4.65	72	4.52	44	5.27	66	4.87	55	4.67
Algeria	112	3.87	118	3.68	120	4.00	95	4.38	84	4.21	130	3.07
Angola	138	3.07	137	2.83	119	4.02	111	4.05	129	1.81	136	2.64
Argentina	72	4.51	89	4.17	130	3.84	77	4.62	40	5.71	92	4.23
Armenia	58	4.75	92	4.12	111	4.12	51	5.18	37	5.88	76	4.46
Australia	36	5.08	30	4.87	59	4.70	18	5.76	58	5.13	37	4.95
Austria	3	5.89	28	4.95	5	5.78	10	6.14	3	6.92	16	5.67
Azerbaijan	59	4.72	74	4.37	92	4.22	57	5.10	54	5.22	54	4.68
Bahrain	62	4.66	58	4.53	123	3.96	32	5.47	60	5.00	84	4.35
Bangladesh	130	3.45	116	3.70	135	3.65	105	4.17	114	2.63	131	3.07
Barbados	20	5.45	75	4.36	30	5.06	34	5.46	33	5.95	3	6.41
Belgium	18	5.48	26	5.00	13	5.53	15	5.87	14	6.55	77	4.44
Benin	119	3.68	117	3.68	39	4.92	101	4.22	128	1.85	113	3.73
Bolivia	133	3.36	138	2.81	128	3.90	112	4.02	110	2.74	124	3.34
Bosnia and Herzegovina	92	4.24	129	3.55	108	4.14	40	5.37	61	4.99	128	3.18
Botswana	86	4.32	64	4.45	58	4.71	87	4.46	100	3.54	73	4.47
Brazil	80	4.40	114	3.72	29	5.06	75	4.67	73	4.61	108	3.95
Brunei Darussalam	96	4.20	120	3.65	136	3.56	23	5.73	70	4.73	127	3.31
Bulgaria	54	4.79	94	4.10	99	4.18	81	4.55	10	6.65	71	4.48
Burkina Faso	117	3.71	104	3.82	80	4.36	93	4.39	127	1.96	104	4.01
Burundi	137	3.08	133	3.09	91	4.23	132	3.40	120	2.21	138	2.48
Cambodia	110	3.92	132	3.42	82	4.34	79	4.57	133	1.47	13	5.83
Cameroon	127	3.49	125	3.60	96	4.20	99	4.25	116	2.51	135	2.88
Canada	25	5.28	4	5.40	35	4.98	24	5.73	52	5.38	40	4.91
Cape Verde	85	4.33	73	4.37	56	4.72	85	4.47	105	3.22	45	4.85
Chad	139	2.88	139	2.69	89	4.24	136	3.33	138	1.07	129	3.08
Chile	48	4.91	12	5.20	73	4.49	27	5.70	71	4.65	66	4.53
China	71	4.52	80	4.33	95	4.21	58	5.09	96	3.89	35	5.08
Colombia	102	4.17	60	4.50	77	4.41	126	3.74	95	3.93	89	4.28
Costa Rica	47	4.92	66	4.43	25	5.14	63	4.94	74	4.55	19	5.52
Côte d'Ivoire	135	3.22	122	3.62	104	4.16	122	3.83	126	2.01	139	2.47
Croatia	42	5.02	77	4.33	46	4.87	33	5.47	32	5.97	72	4.47
Cyprus	23	5.33	79	4.33	51	4.81	26	5.71	43	5.59	6	6.19
Czech Republic	26	5.26	52	4.60	28	5.06	41	5.36	6	6.81	74	4.47
Denmark	15	5.51	17	5.16	3	5.88	8	6.22	38	5.87	81	4.40
Dominican Republic	63	4.66	32	4.84	93	4.22	116	3.95	86	4.13	7	6.15
Ecuador	93	4.24	124	3.60	75	4.47	90	4.41	82	4.31	82	4.40
Egypt	70	4.53	49	4.62	113	4.09	135	3.35	56	5.17	22	5.45
El Salvador	84	4.35	39	4.74	63	4.63	118	3.93	92	3.95	67	4.51
Estonia	17	5.50	25	5.00	24	5.19	25	5.72	24	6.20	25	5.38
Ethiopia	132	3.42	93	4.12	87	4.26	102	4.20	139	1.03	119	3.52
Finland	5	5.74	5	5.39	7	5.69	1	6.48	12	6.60	65	4.53
France	7	5.71	22	5.03	9	5.66	20	5.76	5	6.84	28	5.26
Gambia, The	76	4.46	86	4.30	44	4.88	88	4.44	103	3.31	26	5.36
Georgia	35	5.11	54	4.58	69	4.54	47	5.26	31	5.99	31	5.16
Germany	12	5.67	20	5.09	4	5.84	9	6.19	7	6.80	83	4.39
Ghana	115	3.82	72	4.37	47	4.87	98	4.30	123	2.16	123	3.41
Greece	34	5.11	82	4.32	68	4.54	73	4.70	20	6.41	17	5.57
Guatemala	103	4.08	57	4.54	118	4.03	131	3.47	94	3.93	78	4.44
Guyana	91	4.25	99	3.89	34	4.98	110	4.07	91	3.98	86	4.31
Honduras	90	4.27	50	4.61	66	4.56	106	4.10	101	3.33	51	4.72
Hong Kong SAR	4	5.80	2	5.69	109	4.13	5	6.32	1	7.00	12	5.85
Hungary	24	5.29	29	4.90	31	5.04	43	5.32	18	6.46	53	4.71
Iceland	2	5.90	33	4.83	15	5.42	4	6.34	4	6.91	9	6.00
India	114	3.84	128	3.56	107	4.15	78	4.62	112	2.64	91	4.24
Indonesia	94	4.21	88	4.18	127	3.90	72	4.70	115	2.59	15	5.68
Iran, Islamic Rep.	131	3.43	112	3.74	83	4.33	121	3.86	121	2.19	133	3.05
Ireland	10	5.68	7	5.33	12	5.53	12	6.10	25	6.19	29	5.26
Israel	41	5.04	62	4.47	74	4.49	46	5.26	16	6.52	75	4.46
Italy	45	5.00	84	4.31	60	4.69	48	5.23	27	6.16	56	4.62
Jamaica	55	4.79	11	5.22	116	4.07	104	4.18	87	4.12	4	6.36
Japan	27	5.24	51	4.61	52	4.79	19	5.76	22	6.29	50	4.75
Jordan	37	5.08	47	4.63	54	4.78	64	4.92	57	5.14	10	5.91
Kazakhstan	65	4.59	95	4.02	129	3.89	108	4.08	9	6.74	93	4.22
Kenya	113	3.87	103	3.83	26	5.12	139	3.17	130	1.64	18	5.56
Korea, Rep.	50	4.86	53	4.59	81	4.35	60	5.05	28	6.08	94	4.22
Kuwait	108	3.94	127	3.56	139	2.95	31	5.59	62	4.99	137	2.61
Kyrgyz Republic	95	4.21	96	3.99	100	4.18	120	3.90	51	5.43	118	3.53
Latvia	38	5.07	59	4.51	21	5.20	53	5.16	26	6.17	87	4.30

(Cont'd.)

Table B2: The Travel & Tourism Competitiveness Index: Regulatory framework *(cont'd.)*

			PILLARS									
	T&T REGULATORY FRAMEWORK		1. Policy rules and regulations		2. Environmental sustainability		3. Safety and security		4. Health and hygiene		5. Prioritization of Travel & Tourism	
Country/Economy	Rank	Score	Rank	Score	Rank	Score	Rank	Score	Rank	Score	Rank	Score
Lebanon	78	4.42	98	3.91	125	3.93	123	3.82	48	5.52	39	4.91
Lesotho	125	3.54	121	3.63	106	4.15	114	4.01	118	2.39	120	3.49
Libya	122	3.64	135	2.98	134	3.69	100	4.22	83	4.27	132	3.07
Lithuania	33	5.14	83	4.32	19	5.22	59	5.06	1	7.00	97	4.09
Luxembourg	14	5.51	6	5.37	16	5.40	11	6.14	21	6.32	85	4.32
Macedonia, FYR	56	4.78	78	4.33	65	4.58	42	5.36	42	5.65	106	3.99
Madagascar	126	3.49	101	3.88	103	4.16	137	3.26	135	1.24	41	4.91
Malawi	109	3.93	102	3.84	42	4.89	74	4.67	111	2.73	117	3.54
Malaysia	60	4.71	21	5.07	64	4.61	83	4.50	75	4.53	46	4.85
Mali	128	3.47	130	3.48	102	4.17	107	4.08	132	1.53	100	4.07
Malta	9	5.69	69	4.39	53	4.79	6	6.27	8	6.76	5	6.24
Mauritania	136	3.16	113	3.74	110	4.13	130	3.50	137	1.13	125	3.32
Mauritius	28	5.24	27	4.99	62	4.64	45	5.27	68	4.83	1	6.44
Mexico	74	4.48	56	4.56	114	4.08	128	3.60	64	4.93	30	5.24
Moldova	68	4.57	81	4.32	78	4.39	65	4.91	49	5.50	115	3.72
Mongolia	97	4.20	87	4.21	138	3.29	67	4.85	76	4.46	96	4.17
Montenegro	32	5.15	10	5.25	45	4.87	37	5.40	53	5.32	42	4.89
Morocco	69	4.55	48	4.62	36	4.95	84	4.50	104	3.22	23	5.44
Mozambique	124	3.64	109	3.76	32	4.99	125	3.76	136	1.15	63	4.55
Namibia	83	4.37	55	4.56	22	5.20	86	4.47	106	3.06	62	4.56
Nepal	106	3.97	115	3.71	84	4.32	127	3.61	102	3.33	43	4.89
Netherlands	16	5.50	19	5.11	10	5.62	16	5.86	19	6.42	68	4.50
New Zealand	13	5.60	3	5.40	20	5.21	14	5.88	30	6.03	21	5.46
Nicaragua	105	3.99	105	3.80	55	4.76	92	4.41	109	2.89	99	4.08
Nigeria	134	3.22	131	3.46	61	4.69	133	3.38	131	1.61	134	2.98
Norway	8	5.71	15	5.18	6	5.70	3	6.39	23	6.23	36	5.04
Oman	61	4.67	41	4.72	76	4.46	17	5.78	78	4.45	109	3.94
Pakistan	129	3.45	106	3.80	133	3.79	138	3.19	107	2.99	121	3.49
Panama	52	4.84	24	5.01	38	4.94	71	4.70	85	4.16	24	5.39
Paraguay	107	3.95	110	3.75	121	3.99	124	3.78	99	3.64	57	4.61
Peru	87	4.30	45	4.67	79	4.38	119	3.91	98	3.70	47	4.84
Philippines	98	4.18	70	4.38	94	4.21	109	4.07	97	3.76	70	4.49
Poland	49	4.86	61	4.48	37	4.94	50	5.21	44	5.59	98	4.09
Portugal	19	5.47	35	4.79	17	5.36	22	5.74	34	5.95	20	5.49
Puerto Rico	40	5.05	14	5.19	14	5.43	61	5.05	69	4.74	48	4.83
Qatar	43	5.02	37	4.75	67	4.55	28	5.69	47	5.52	58	4.61
Romania	51	4.85	63	4.46	50	4.82	35	5.45	59	5.10	80	4.43
Russian Federation	73	4.49	126	3.57	98	4.18	113	4.01	11	6.62	102	4.04
Rwanda	75	4.46	40	4.72	8	5.68	39	5.37	119	2.36	95	4.19
Saudi Arabia	81	4.38	43	4.70	131	3.82	52	5.17	93	3.94	88	4.29
Senegal	111	3.90	108	3.77	86	4.30	70	4.71	124	2.15	59	4.58
Serbia	67	4.57	68	4.39	124	3.95	66	4.85	41	5.65	105	4.01
Singapore	6	5.72	1	6.00	41	4.90	13	6.10	55	5.19	2	6.42
Slovak Republic	39	5.05	36	4.78	27	5.09	49	5.23	15	6.53	116	3.64
Slovenia	29	5.19	65	4.44	23	5.19	29	5.65	39	5.81	44	4.88
South Africa	82	4.37	31	4.85	48	4.86	129	3.52	88	4.10	64	4.53
Spain	22	5.34	85	4.30	33	4.99	36	5.44	29	6.08	11	5.90
Sri Lanka	79	4.41	91	4.14	117	4.06	91	4.41	81	4.33	32	5.12
Swaziland	99	4.18	90	4.17	57	4.71	76	4.67	113	2.63	52	4.72
Sweden	11	5.67	8	5.31	1	6.26	7	6.27	36	5.93	60	4.58
Switzerland	1	5.99	18	5.11	2	6.06	2	6.42	13	6.58	14	5.80
Syria	101	4.17	123	3.61	126	3.92	69	4.83	90	4.07	79	4.44
Taiwan, China	46	4.95	9	5.29	112	4.11	38	5.39	50	5.48	69	4.49
Tajikistan	88	4.28	119	3.67	90	4.23	55	5.13	63	4.95	122	3.43
Tanzania	121	3.67	97	3.92	43	4.89	115	4.00	134	1.28	90	4.26
Thailand	77	4.45	76	4.35	97	4.19	94	4.39	80	4.40	38	4.93
Timor-Leste	123	3.64	111	3.74	132	3.80	89	4.44	117	2.47	112	3.76
Trinidad and Tobago	100	4.18	42	4.70	137	3.34	103	4.19	72	4.63	103	4.04
Tunisia	31	5.17	23	5.01	18	5.31	56	5.11	79	4.41	8	6.02
Turkey	66	4.58	34	4.80	85	4.30	97	4.37	67	4.86	61	4.58
Uganda	116	3.75	100	3.89	40	4.90	117	3.93	125	2.07	110	3.94
Ukraine	64	4.63	107	3.78	88	4.24	82	4.54	17	6.51	101	4.06
United Arab Emirates	57	4.77	38	4.74	122	3.98	54	5.13	65	4.88	34	5.09
United Kingdom	21	5.35	13	5.19	11	5.54	30	5.63	46	5.57	49	4.81
United States	44	5.01	16	5.18	105	4.15	62	5.01	45	5.58	33	5.11
Uruguay	30	5.19	71	4.38	70	4.52	21	5.75	35	5.94	27	5.34
Venezuela	120	3.67	134	3.07	101	4.17	134	3.36	77	4.46	126	3.31
Vietnam	89	4.28	67	4.41	115	4.07	68	4.84	89	4.07	107	3.98
Zambia	104	4.02	44	4.70	49	4.84	80	4.56	122	2.16	111	3.81
Zimbabwe	118	3.71	136	2.93	71	4.52	96	4.38	108	2.98	114	3.72

Appendix B: Travel & Tourism Competitiveness Index 2011 detailed rankings *(cont'd.)*

Table B3: The Travel & Tourism Competitiveness Index: Business environment and infrastructure

			PILLARS									
	T&T BUSINESS ENVIRONMENT AND INFRASTRUCTURE		6. Air transport infrastructure		7. Ground transport infrastructure		8. Tourism infrastructure		9. ICT infrastructure		10. Price competitiveness in T&T industry	
Country/Economy	Rank	Score	Rank	Score	Rank	Score	Rank	Score	Rank	Score	Rank	Score
Albania	91	3.30	96	2.52	97	3.08	77	3.35	71	3.20	94	4.33
Algeria	110	2.89	103	2.44	105	2.96	122	1.72	107	2.30	35	5.02
Angola	121	2.72	126	2.14	139	2.03	103	2.33	126	1.86	13	5.24
Argentina	70	3.66	73	2.90	107	2.91	55	4.35	53	3.62	70	4.51
Armenia	100	3.09	95	2.59	106	2.96	92	2.77	97	2.52	61	4.61
Australia	17	5.11	3	5.84	51	4.22	16	6.31	24	5.08	113	4.07
Austria	12	5.19	26	4.37	15	5.64	1	7.00	25	5.03	121	3.93
Azerbaijan	87	3.33	83	2.73	58	4.08	96	2.61	88	2.76	76	4.48
Bahrain	20	5.06	28	4.36	11	5.78	26	5.61	37	4.39	21	5.18
Bangladesh	113	2.82	120	2.23	62	3.92	132	1.31	129	1.80	50	4.83
Barbados	21	4.99	25	4.40	10	5.92	28	5.18	27	4.96	74	4.49
Belgium	35	4.66	32	4.30	9	6.03	60	4.24	16	5.26	136	3.45
Benin	117	2.75	124	2.16	99	3.07	112	2.05	118	1.96	68	4.52
Bolivia	111	2.87	100	2.47	134	2.38	109	2.09	102	2.35	33	5.05
Bosnia and Herzegovina	97	3.14	134	1.87	137	2.27	62	4.12	70	3.22	103	4.22
Botswana	85	3.34	91	2.61	73	3.43	90	2.85	104	2.33	8	5.45
Brazil	75	3.55	42	3.91	116	2.80	76	3.49	56	3.49	114	4.07
Brunei Darussalam	50	4.14	41	4.00	49	4.22	91	2.84	47	3.87	1	5.75
Bulgaria	44	4.32	89	2.66	90	3.15	6	6.82	43	4.12	46	4.85
Burkina Faso	135	2.50	135	1.85	110	2.87	120	1.91	134	1.74	112	4.13
Burundi	134	2.52	129	2.06	84	3.21	134	1.29	137	1.60	78	4.46
Cambodia	118	2.73	113	2.30	103	3.01	131	1.36	123	1.92	31	5.07
Cameroon	129	2.61	130	2.06	111	2.86	114	2.02	121	1.95	110	4.16
Canada	5	5.38	1	6.68	33	4.77	21	5.89	14	5.38	105	4.19
Cape Verde	73	3.61	48	3.66	64	3.83	63	4.11	90	2.70	126	3.75
Chad	139	2.09	137	1.76	132	2.39	133	1.30	139	1.53	133	3.49
Chile	56	3.99	52	3.50	55	4.11	68	3.84	54	3.61	41	4.91
China	64	3.84	35	4.24	59	4.05	95	2.62	73	3.15	24	5.12
Colombia	92	3.30	70	2.99	120	2.73	83	3.05	64	3.34	88	4.37
Costa Rica	58	3.95	44	3.85	93	3.12	39	4.98	72	3.19	62	4.60
Côte d'Ivoire	124	2.67	114	2.29	80	3.28	106	2.23	117	1.97	131	3.55
Croatia	36	4.58	66	3.09	54	4.12	4	6.96	35	4.47	101	4.24
Cyprus	14	5.15	21	4.69	20	5.26	1	7.00	31	4.63	109	4.17
Czech Republic	37	4.56	50	3.59	22	5.15	27	5.30	40	4.29	77	4.48
Denmark	16	5.11	17	4.93	7	6.13	24	5.73	10	5.66	139	3.10
Dominican Republic	69	3.66	49	3.63	81	3.26	61	4.12	83	2.80	72	4.50
Ecuador	93	3.26	76	2.84	118	2.75	86	2.93	86	2.79	36	4.97
Egypt	74	3.59	55	3.47	76	3.37	88	2.87	93	2.66	5	5.59
El Salvador	79	3.49	79	2.80	70	3.55	79	3.14	77	2.92	34	5.02
Estonia	19	5.09	54	3.47	29	4.96	11	6.69	13	5.45	44	4.86
Ethiopia	114	2.81	87	2.70	98	3.07	128	1.59	138	1.54	23	5.14
Finland	30	4.75	16	4.94	21	5.19	42	4.81	17	5.20	128	3.62
France	8	5.35	6	5.50	4	6.45	18	6.19	12	5.46	138	3.15
Gambia, The	90	3.31	82	2.75	52	4.22	127	1.63	108	2.27	2	5.66
Georgia	94	3.21	105	2.40	69	3.57	87	2.89	82	2.81	91	4.36
Germany	2	5.57	7	5.48	3	6.52	15	6.33	7	5.72	125	3.80
Ghana	105	3.01	101	2.46	94	3.10	102	2.34	114	2.05	26	5.10
Greece	29	4.75	19	4.76	61	4.00	5	6.89	39	4.29	123	3.82
Guatemala	81	3.40	71	2.97	102	3.05	85	2.99	78	2.91	27	5.09
Guyana	99	3.10	115	2.29	104	2.97	97	2.61	87	2.79	43	4.86
Honduras	80	3.41	69	3.01	85	3.20	80	3.13	92	2.66	32	5.07
Hong Kong SAR	13	5.19	12	5.10	1	6.74	70	3.68	4	5.90	67	4.53
Hungary	45	4.28	75	2.86	37	4.63	30	5.15	38	4.35	87	4.40
Iceland	6	5.36	18	4.87	32	4.79	7	6.72	3	5.93	71	4.50
India	68	3.71	39	4.11	43	4.30	89	2.86	111	2.16	28	5.09
Indonesia	86	3.33	58	3.35	82	3.22	116	1.96	96	2.54	4	5.59
Iran, Islamic Rep.	103	3.03	94	2.59	86	3.18	136	1.11	89	2.73	7	5.53
Ireland	23	4.88	24	4.42	38	4.56	10	6.71	29	4.89	122	3.84
Israel	42	4.33	51	3.59	47	4.25	44	4.57	22	5.15	115	4.07
Italy	27	4.79	29	4.35	39	4.54	1	7.00	34	4.47	129	3.59
Jamaica	59	3.93	64	3.23	23	5.14	75	3.53	60	3.37	90	4.36
Japan	32	4.72	22	4.61	6	6.14	48	4.53	28	4.90	137	3.40
Jordan	72	3.61	60	3.30	75	3.41	64	4.01	85	2.79	65	4.55
Kazakhstan	88	3.32	86	2.71	96	3.08	81	3.11	61	3.35	92	4.34
Kenya	106	2.93	72	2.94	87	3.18	111	2.05	112	2.14	93	4.33
Korea, Rep.	28	4.76	40	4.00	18	5.49	56	4.30	8	5.70	96	4.32
Kuwait	60	3.92	67	3.08	57	4.09	65	3.96	69	3.23	12	5.25
Kyrgyz Republic	132	2.59	132	1.96	129	2.55	135	1.16	91	2.70	64	4.58
Latvia	39	4.36	63	3.25	42	4.31	35	5.07	36	4.40	53	4.78

(Cont'd.)

Table B3: The Travel & Tourism Competitiveness Index: Business environment and infrastructure *(cont'd.)*

			PILLARS									
	T&T BUSINESS ENVIRONMENT AND INFRASTRUCTURE		6. Air transport infrastructure		7. Ground transport infrastructure		8. Tourism infrastructure		9. ICT infrastructure		10. Price competitiveness in T&T industry	
Country/Economy	Rank	Score	Rank	Score	Rank	Score	Rank	Score	Rank	Score	Rank	Score
Lebanon	63	3.86	56	3.46	100	3.06	29	5.15	80	2.88	55	4.76
Lesotho	123	2.70	139	1.70	112	2.86	113	2.03	132	1.74	22	5.17
Libya	107	2.92	99	2.50	127	2.59	107	2.19	101	2.39	39	4.93
Lithuania	46	4.21	107	2.38	26	5.03	50	4.51	32	4.63	73	4.50
Luxembourg	7	5.35	36	4.18	12	5.77	12	6.55	5	5.86	86	4.40
Macedonia, FYR	78	3.49	127	2.11	88	3.17	69	3.82	55	3.53	49	4.83
Madagascar	116	2.76	106	2.39	126	2.62	100	2.53	131	1.80	79	4.46
Malawi	133	2.54	133	1.94	91	3.14	129	1.50	128	1.81	95	4.32
Malaysia	40	4.35	34	4.25	36	4.65	74	3.58	52	3.68	3	5.60
Mali	137	2.42	131	2.04	113	2.84	117	1.93	135	1.73	130	3.56
Malta	22	4.93	27	4.37	30	4.87	20	6.09	19	5.18	111	4.16
Mauritania	136	2.44	138	1.74	125	2.62	124	1.69	119	1.96	107	4.17
Mauritius	48	4.15	61	3.27	41	4.49	47	4.54	66	3.27	18	5.20
Mexico	61	3.91	47	3.72	79	3.28	43	4.62	75	3.09	45	4.85
Moldova	98	3.11	128	2.10	124	2.65	93	2.73	65	3.30	54	4.78
Mongolia	112	2.82	77	2.83	133	2.39	121	1.75	99	2.44	59	4.69
Montenegro	49	4.15	62	3.26	109	2.88	25	5.67	42	4.13	48	4.84
Morocco	77	3.50	68	3.02	72	3.46	71	3.68	79	2.89	83	4.43
Mozambique	119	2.73	112	2.30	128	2.57	99	2.57	127	1.85	89	4.37
Namibia	67	3.71	59	3.34	44	4.29	67	3.85	109	2.21	47	4.84
Nepal	128	2.62	116	2.28	135	2.35	130	1.43	133	1.74	10	5.28
Netherlands	18	5.10	15	4.99	8	6.09	31	5.13	6	5.76	132	3.53
New Zealand	25	4.80	11	5.17	50	4.22	36	5.05	23	5.14	84	4.42
Nicaragua	104	3.03	108	2.33	122	2.70	84	3.03	116	1.97	25	5.11
Nigeria	115	2.76	102	2.45	131	2.45	105	2.27	105	2.32	98	4.31
Norway	26	4.79	9	5.25	63	3.91	23	5.78	11	5.53	134	3.49
Oman	47	4.18	53	3.47	40	4.51	59	4.24	58	3.47	19	5.20
Pakistan	102	3.06	98	2.52	71	3.47	119	1.92	113	2.10	11	5.27
Panama	52	4.08	33	4.29	68	3.65	66	3.92	57	3.48	30	5.08
Paraguay	122	2.72	136	1.79	138	2.19	101	2.37	100	2.43	52	4.80
Peru	82	3.40	78	2.81	121	2.70	58	4.24	84	2.80	81	4.46
Philippines	95	3.18	80	2.79	114	2.83	98	2.59	98	2.52	20	5.19
Poland	65	3.81	88	2.67	78	3.30	52	4.47	44	4.07	66	4.54
Portugal	24	4.84	38	4.15	24	5.11	14	6.34	33	4.61	116	4.00
Puerto Rico	38	4.55	31	4.30	19	5.48	32	5.12	63	3.34	69	4.51
Qatar	34	4.68	20	4.70	35	4.66	34	5.10	45	3.99	38	4.93
Romania	66	3.80	81	2.76	101	3.06	38	4.99	49	3.75	80	4.46
Russian Federation	53	4.07	30	4.32	95	3.09	45	4.57	46	3.87	75	4.48
Rwanda	120	2.73	109	2.32	67	3.72	139	1.05	120	1.95	63	4.59
Saudi Arabia	41	4.35	45	3.77	53	4.18	46	4.55	51	3.68	6	5.56
Senegal	108	2.92	92	2.60	89	3.16	94	2.65	103	2.35	124	3.81
Serbia	84	3.39	111	2.31	115	2.82	49	4.51	62	3.35	118	3.96
Singapore	4	5.39	14	5.01	2	6.56	33	5.12	20	5.16	29	5.09
Slovak Republic	57	3.96	122	2.17	45	4.27	41	4.89	41	4.23	102	4.23
Slovenia	33	4.70	74	2.90	25	5.08	17	6.27	26	4.96	99	4.28
South Africa	62	3.88	43	3.89	66	3.73	57	4.27	95	2.59	37	4.94
Spain	10	5.32	8	5.28	13	5.72	8	6.71	30	4.70	106	4.18
Sri Lanka	83	3.40	90	2.62	34	4.76	104	2.28	94	2.64	60	4.68
Swaziland	101	3.07	123	2.16	65	3.81	108	2.10	115	2.02	14	5.24
Sweden	15	5.15	10	5.23	16	5.58	37	5.01	1	5.99	120	3.94
Switzerland	1	5.58	13	5.08	5	6.45	8	6.71	2	5.96	127	3.68
Syria	109	2.91	110	2.31	92	3.13	115	1.99	106	2.31	51	4.82
Taiwan, China	31	4.73	46	3.75	14	5.64	72	3.66	15	5.38	17	5.21
Tajikistan	130	2.60	117	2.27	117	2.80	138	1.08	110	2.17	58	4.70
Tanzania	127	2.62	121	2.19	123	2.69	125	1.68	130	1.80	56	4.75
Thailand	43	4.32	23	4.49	56	4.09	40	4.94	81	2.88	15	5.21
Timor-Leste	138	2.42	104	2.42	130	2.49	137	1.10	136	1.66	85	4.41
Trinidad and Tobago	51	4.13	57	3.40	27	5.02	73	3.61	50	3.75	42	4.90
Tunisia	54	4.05	65	3.17	48	4.24	51	4.48	76	3.05	9	5.30
Turkey	55	4.02	37	4.16	60	4.03	54	4.38	59	3.38	108	4.17
Uganda	125	2.65	119	2.25	119	2.73	126	1.66	125	1.90	57	4.71
Ukraine	76	3.53	93	2.60	74	3.41	53	4.43	68	3.25	119	3.95
United Arab Emirates	9	5.32	4	5.83	31	4.86	22	5.79	18	5.18	40	4.93
United Kingdom	11	5.27	5	5.51	17	5.54	19	6.16	9	5.70	135	3.46
United States	3	5.42	2	6.17	28	4.97	13	6.54	21	5.16	100	4.25
Uruguay	71	3.62	97	2.52	46	4.26	82	3.10	48	3.75	82	4.45
Venezuela	96	3.15	84	2.72	136	2.33	78	3.25	74	3.13	97	4.31
Vietnam	89	3.31	85	2.72	77	3.31	110	2.07	67	3.25	16	5.21
Zambia	131	2.60	118	2.26	108	2.88	123	1.71	122	1.95	104	4.19
Zimbabwe	126	2.64	125	2.16	83	3.21	118	1.93	124	1.92	117	3.99

Appendix B: Travel & Tourism Competitiveness Index 2011 detailed rankings *(cont'd.)*

Table B4: The Travel & Tourism Competitiveness Index: Human, cultural, and natural resources

			PILLARS							
	T&T HUMAN, CULTURAL, AND NATURAL RESOURCES		11. Human capital		12. Affinity for Travel & Tourism		13. Natural resources		14. Cultural resources	
Country/Economy	Rank	Score	Rank	Score	Rank	Score	Rank	Score	Rank	Score
Albania	61	3.93	57	5.00	3	6.33	113	2.38	83	1.99
Algeria	116	3.35	91	4.62	129	3.98	99	2.59	72	2.21
Angola	139	2.61	138	3.09	139	2.90	58	3.41	135	1.04
Argentina	35	4.41	61	4.95	72	4.56	20	4.63	38	3.51
Armenia	107	3.47	81	4.77	38	4.94	124	2.21	85	1.94
Australia	4	5.28	20	5.54	55	4.76	4	5.56	20	5.25
Austria	10	5.13	25	5.47	15	5.42	43	3.87	13	5.76
Azerbaijan	105	3.49	49	5.07	98	4.37	109	2.46	81	2.05
Bahrain	78	3.68	29	5.27	44	4.86	133	1.93	61	2.67
Bangladesh	131	3.05	116	4.15	133	3.88	93	2.70	114	1.50
Barbados	47	4.07	48	5.11	2	6.53	129	2.11	63	2.54
Belgium	20	4.64	15	5.59	63	4.67	125	2.19	7	6.09
Benin	106	3.47	104	4.42	61	4.70	62	3.36	122	1.42
Bolivia	67	3.82	103	4.43	134	3.87	24	4.51	68	2.45
Bosnia and Herzegovina	103	3.49	77	4.81	58	4.74	121	2.25	75	2.17
Botswana	98	3.56	119	3.92	85	4.49	33	4.22	106	1.61
Brazil	11	5.13	70	4.88	97	4.40	1	6.35	23	4.88
Brunei Darussalam	63	3.87	47	5.11	78	4.51	38	4.05	91	1.83
Bulgaria	51	4.05	71	4.88	51	4.80	78	2.98	37	3.52
Burkina Faso	132	2.99	133	3.44	77	4.52	91	2.71	128	1.26
Burundi	135	2.82	131	3.60	103	4.33	118	2.33	138	1.03
Cambodia	81	3.67	109	4.31	21	5.30	53	3.50	111	1.57
Cameroon	108	3.45	112	4.24	82	4.49	42	3.91	131	1.17
Canada	7	5.21	5	5.84	52	4.80	11	4.86	18	5.36
Cape Verde	114	3.39	98	4.55	5	6.03	136	1.84	133	1.13
Chad	137	2.70	136	3.22	125	4.05	105	2.51	136	1.04
Chile	62	3.89	41	5.15	89	4.47	76	2.99	51	2.97
China	12	5.06	39	5.18	124	4.05	5	5.48	16	5.53
Colombia	39	4.36	65	4.91	93	4.43	12	4.81	43	3.30
Costa Rica	33	4.43	21	5.53	26	5.23	6	5.11	90	1.84
Côte d'Ivoire	115	3.36	127	3.73	114	4.25	32	4.23	130	1.21
Croatia	43	4.23	83	4.73	20	5.30	75	3.00	31	3.90
Cyprus	44	4.19	24	5.49	11	5.74	117	2.34	47	3.18
Czech Republic	31	4.48	36	5.20	105	4.30	87	2.84	15	5.56
Denmark	26	4.53	4	5.93	111	4.26	77	2.99	22	4.93
Dominican Republic	89	3.65	92	4.62	28	5.15	79	2.98	92	1.83
Ecuador	64	3.87	102	4.48	109	4.29	25	4.51	73	2.21
Egypt	71	3.77	93	4.61	29	5.11	85	2.87	65	2.48
El Salvador	124	3.19	67	4.89	115	4.23	130	2.10	113	1.53
Estonia	50	4.06	32	5.22	31	5.09	59	3.40	64	2.52
Ethiopia	97	3.56	123	3.88	107	4.30	37	4.11	84	1.95
Finland	25	4.55	7	5.75	83	4.49	66	3.33	26	4.65
France	9	5.18	26	5.44	40	4.90	31	4.34	10	6.02
Gambia, The	117	3.35	107	4.33	30	5.10	106	2.49	116	1.48
Georgia	92	3.62	30	5.25	46	4.86	120	2.30	80	2.07
Germany	5	5.26	19	5.54	81	4.50	18	4.68	4	6.34
Ghana	104	3.49	114	4.20	45	4.86	57	3.42	115	1.49
Greece	29	4.48	59	4.98	47	4.85	61	3.38	25	4.73
Guatemala	58	3.96	88	4.63	67	4.62	26	4.46	79	2.14
Guyana	102	3.50	52	5.04	108	4.29	63	3.35	127	1.32
Honduras	77	3.68	94	4.61	64	4.66	50	3.67	94	1.80
Hong Kong SAR	24	4.59	6	5.76	8	5.89	68	3.30	40	3.40
Hungary	48	4.06	44	5.13	100	4.35	98	2.60	29	4.17
Iceland	41	4.31	3	6.01	14	5.46	80	2.93	56	2.85
India	19	4.65	96	4.58	116	4.23	8	4.94	24	4.86
Indonesia	40	4.35	51	5.04	121	4.17	17	4.70	39	3.50
Iran, Islamic Rep.	91	3.64	95	4.60	130	3.94	72	3.05	52	2.96
Ireland	37	4.37	10	5.67	32	5.08	112	2.39	28	4.32
Israel	65	3.87	31	5.24	56	4.75	74	3.03	67	2.47
Italy	15	4.83	45	5.13	91	4.43	49	3.69	8	6.06
Jamaica	87	3.65	89	4.63	6	5.96	110	2.40	105	1.62
Japan	14	4.86	22	5.51	131	3.92	36	4.15	12	5.88
Jordan	74	3.73	79	4.77	10	5.83	102	2.57	96	1.75
Kazakhstan	123	3.19	80	4.77	126	4.03	107	2.49	118	1.47
Kenya	72	3.75	106	4.35	70	4.61	28	4.42	107	1.61
Korea, Rep.	27	4.53	38	5.19	120	4.17	103	2.55	5	6.18
Kuwait	126	3.18	55	5.01	127	4.02	138	1.80	87	1.87
Kyrgyz Republic	100	3.54	101	4.49	16	5.41	97	2.62	103	1.65
Latvia	83	3.66	60	4.98	112	4.26	73	3.03	70	2.39

Cont'd.

Table B4: The Travel & Tourism Competitiveness Index: Human, cultural, and natural resources *(cont'd.)*

			PILLARS							
	T&T HUMAN, CULTURAL, AND NATURAL RESOURCES		11. Human capital		12. Affinity for Travel & Tourism		13. Natural resources		14. Cultural resources	
Country/Economy	Rank	Score	Rank	Score	Rank	Score	Rank	Score	Rank	Score
Lebanon	69	3.80	64	4.92	1	6.79	139	1.76	98	1.75
Lesotho	138	2.63	137	3.19	106	4.30	135	1.88	132	1.14
Libya	125	3.18	115	4.19	122	4.16	134	1.92	66	2.47
Lithuania	85	3.66	62	4.94	84	4.49	114	2.37	57	2.83
Luxembourg	38	4.37	17	5.57	13	5.60	65	3.33	50	2.97
Macedonia, FYR	93	3.62	75	4.82	53	4.77	92	2.70	74	2.18
Madagascar	120	3.29	110	4.30	62	4.68	82	2.88	126	1.32
Malawi	112	3.42	121	3.89	92	4.43	46	3.80	112	1.55
Malaysia	18	4.72	37	5.20	17	5.39	22	4.53	33	3.75
Mali	121	3.26	130	3.65	59	4.72	104	2.52	78	2.15
Malta	54	4.02	28	5.32	9	5.84	137	1.82	48	3.09
Mauritania	133	2.95	132	3.54	76	4.52	108	2.48	129	1.25
Mauritius	79	3.67	53	5.03	4	6.11	131	1.97	110	1.59
Mexico	13	4.90	73	4.86	73	4.56	10	4.89	19	5.31
Moldova	129	3.12	97	4.57	75	4.53	132	1.96	121	1.42
Mongolia	86	3.65	99	4.52	36	4.99	84	2.88	71	2.23
Montenegro	36	4.38	35	5.21	7	5.92	71	3.23	46	3.18
Morocco	73	3.74	90	4.63	22	5.27	126	2.15	54	2.90
Mozambique	127	3.15	135	3.24	94	4.42	55	3.47	117	1.47
Namibia	109	3.45	124	3.83	50	4.81	47	3.78	123	1.36
Nepal	101	3.52	129	3.71	48	4.84	34	4.20	124	1.36
Netherlands	16	4.78	9	5.69	79	4.50	67	3.32	14	5.59
New Zealand	22	4.60	14	5.64	18	5.38	30	4.36	49	3.02
Nicaragua	84	3.66	85	4.70	101	4.34	39	4.00	108	1.61
Nigeria	119	3.30	126	3.78	123	4.06	52	3.52	89	1.84
Norway	32	4.45	16	5.57	88	4.48	60	3.40	27	4.34
Oman	76	3.69	84	4.72	71	4.58	69	3.28	77	2.16
Pakistan	122	3.21	122	3.89	137	3.48	83	2.88	62	2.58
Panama	57	3.97	87	4.69	42	4.89	19	4.67	104	1.64
Paraguay	130	3.11	105	4.40	135	3.69	89	2.73	109	1.60
Peru	34	4.42	66	4.89	74	4.55	7	4.95	44	3.29
Philippines	75	3.69	86	4.69	65	4.64	70	3.26	76	2.17
Poland	30	4.48	43	5.14	132	3.89	54	3.49	17	5.41
Portugal	17	4.73	40	5.16	33	5.02	86	2.85	11	5.89
Puerto Rico	88	3.65	33	5.21	27	5.16	111	2.40	93	1.81
Qatar	90	3.64	18	5.55	118	4.21	127	2.14	60	2.68
Romania	66	3.84	63	4.93	95	4.42	94	2.69	41	3.33
Russian Federation	45	4.15	78	4.78	136	3.65	27	4.44	35	3.72
Rwanda	110	3.43	100	4.50	60	4.72	56	3.42	134	1.06
Saudi Arabia	70	3.77	34	5.21	102	4.34	48	3.77	97	1.75
Senegal	82	3.67	117	4.02	39	4.94	40	3.96	95	1.75
Serbia	94	3.60	76	4.81	66	4.62	123	2.23	59	2.72
Singapore	23	4.59	2	6.13	12	5.68	96	2.64	30	3.91
Slovak Republic	52	4.04	50	5.04	110	4.27	41	3.93	53	2.92
Slovenia	53	4.03	42	5.14	49	4.83	64	3.34	58	2.82
South Africa	49	4.06	128	3.73	43	4.87	14	4.76	55	2.89
Spain	6	5.22	46	5.11	37	4.99	35	4.19	2	6.58
Sri Lanka	68	3.81	54	5.02	99	4.37	44	3.84	82	2.00
Swaziland	136	2.81	139	2.89	69	4.61	90	2.72	137	1.03
Sweden	8	5.21	13	5.64	54	4.77	45	3.81	1	6.63
Switzerland	2	5.48	1	6.17	34	5.00	16	4.70	9	6.03
Syria	113	3.39	108	4.32	23	5.27	128	2.11	88	1.85
Taiwan, China	55	4.00	23	5.51	68	4.61	100	2.57	42	3.33
Tajikistan	128	3.13	82	4.73	128	3.99	115	2.35	120	1.43
Tanzania	56	3.97	125	3.83	80	4.50	2	5.86	101	1.70
Thailand	21	4.64	74	4.82	24	5.26	21	4.59	32	3.86
Timor-Leste	134	2.90	118	3.96	96	4.41	122	2.24	139	1.01
Trinidad and Tobago	111	3.42	58	4.98	119	4.18	88	2.79	100	1.74
Tunisia	59	3.94	27	5.39	19	5.30	95	2.64	69	2.44
Turkey	28	4.50	69	4.88	35	5.00	81	2.91	21	5.23
Uganda	80	3.67	113	4.22	57	4.75	29	4.38	125	1.35
Ukraine	118	3.33	68	4.88	117	4.23	119	2.31	86	1.90
United Arab Emirates	42	4.24	12	5.65	25	5.25	116	2.35	34	3.73
United Kingdom	3	5.28	8	5.70	86	4.48	23	4.51	3	6.42
United States	1	5.48	11	5.66	104	4.31	3	5.81	6	6.15
Uruguay	60	3.93	56	5.01	41	4.89	101	2.57	45	3.25
Venezuela	99	3.55	111	4.29	138	3.25	9	4.91	99	1.75
Vietnam	46	4.12	72	4.86	87	4.48	51	3.57	36	3.57
Zambia	95	3.58	120	3.89	113	4.25	15	4.73	119	1.46
Zimbabwe	96	3.57	134	3.38	90	4.46	13	4.77	102	1.68

CHAPTER 1.2

Crisis Aftermath: Pathways to a More Resilient Travel & Tourism Sector

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Over the past two decades, Travel & Tourism (T&T) has become one of the world's leading exported commodities with airlines, hotels, restaurants, and other tourism-related businesses driving a multibillion-dollar global industry. During the economic downturn of 2008–09 it came as no surprise that this sector could not escape the impact of the most significant economic collapse since the Great Depression. Even so, tourism officials and market observers were astonished by the pace and intensity with which major tourism destinations and economies tumbled into recession after years of continuous growth. The number of international tourist arrivals dropped by 4.2 percent from 2008 to 2009—the sharpest decline in history.

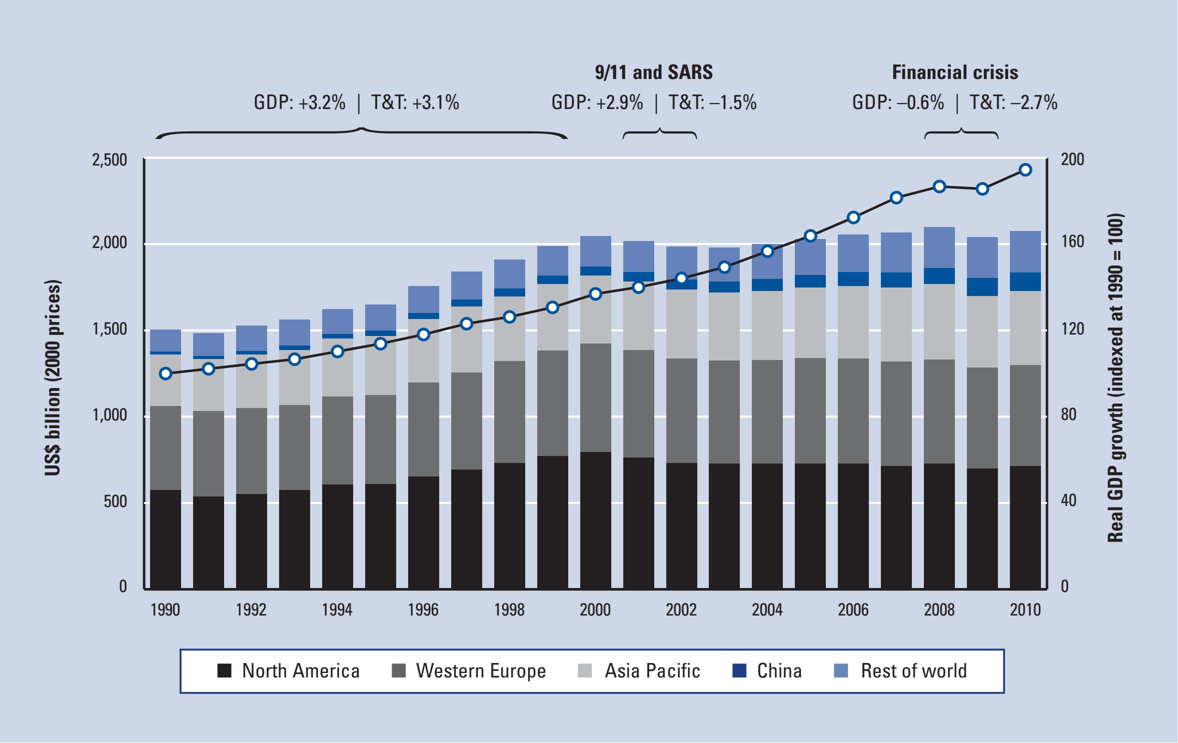
Despite increasing numbers of international tourist arrivals in the last decade prior to the setback of this crisis, global spending on personal Travel & Tourism has stagnated since 2000 when measured in real terms, with an average annual growth of just 0.1 percent, and has not followed the general economic growth (compound annual growth rate, or CAGR, of 3.6 percent) experienced in the decade of 1990 to 2000, as shown in Figure 1.

Travel spending from major source markets such as Western Europe and North America still fueled the overall sector's growth in the 1990s, but this has declined slightly in the past decade in North America (with a CAGR of 1.0 percent) and Western Europe (CAGR –0.7 percent), while China has maintained impressive momentum with 7.2 percent per annum. These developments highlight the point that structural change is already underway and has been amplified, but not initiated, by the current economic downturn.

The T&T sector has always been sensitive to external shocks, although the most recent crisis has caused a stronger dip than previous downturns. For example, in the aftermath of 9/11, travelers avoided flying for a couple of months but quickly picked up their usual travel behavior thereafter. This led to a drop of 1.5 percent in travel spending from 2001 to 2002, while overall GDP growth was unaffected (+2.9 percent). The recent economic crisis led more people to change their travel plans more significantly because of their worsened economic situation, reflected in a 0.6 percent drop in real GDP growth from 2008 to 2009.

Consequently, the economic crisis left travelers from the western hemisphere insecure about their future economic well-being and for a short time in late 2008 and early 2009 made distant travel look like what it was just a few decades ago: a luxury affordable to only a lucky few. However, from 2009 to 2010, spending on personal Travel & Tourism is expected to have recovered somewhat, with an increase of 1.6 percent. This increase still, however, lags significantly behind global GDP recovery which is 4.7 percent, according to the International Monetary Fund (IMF) October 2010 *World Economic Outlook*.

Figure 1: Personal spending on Travel & Tourism (US$ billion in 2000 prices) vs. global GDP (real growth rate)



Sources: WTTC; IMF, 2010; Booz & Company analysis.
Note: *GDP* refers to the indexed real growth rates; *T&T* refers to personal spending on Travel & Tourism.

Even if the short-term outlook for the global T&T sector is considered promising, tourism destinations will continue to face increasing volatility of traveler demand caused by short-term shocks such as economic downturns, oil price spikes, carbon cost/environmental regulation, currency fluctuations, pandemic outbreaks, terror attacks, and political upheaval.

Tourism nations are also exposed to longer-term structural shifts that challenge tourism development strategies and range from destination marketing to product offerings and infrastructure planning. Overarching forces set to shape the future of the T&T sector include:

1. a continental drift of economic gravity to the East,
2. lack of growth in western hemisphere markets, and
3. shifting travel patterns to more regional/domestic travel.

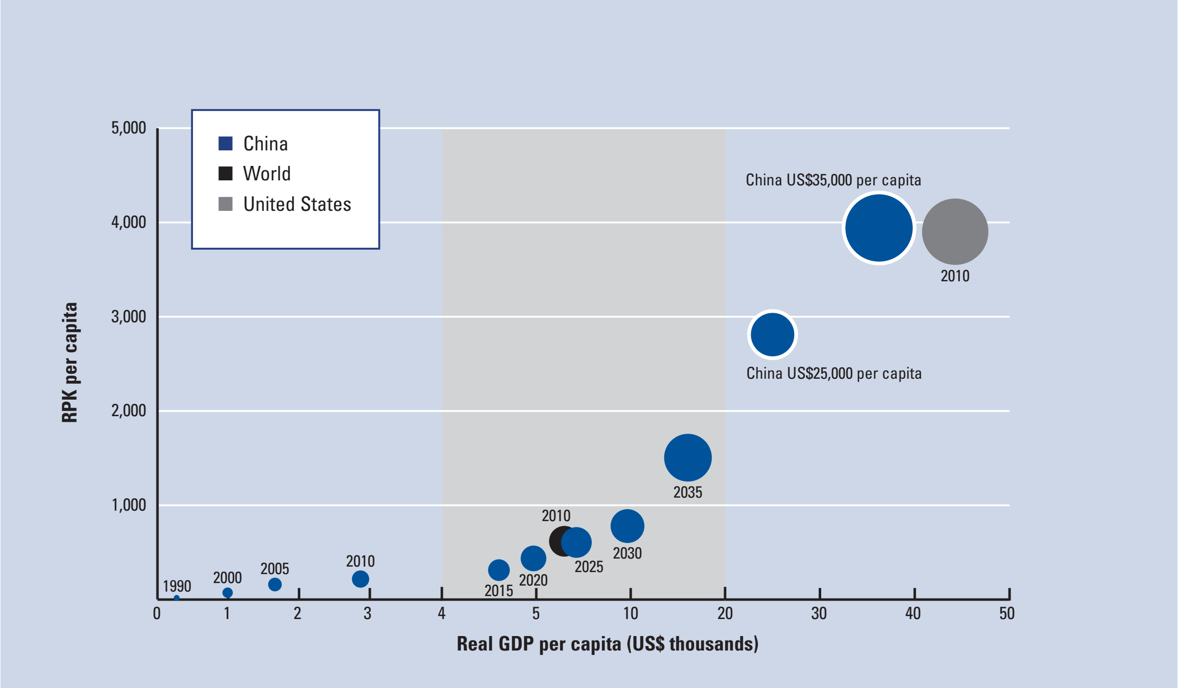
Both short-term and long-term factors will urge policymakers to develop new answers to looming new realities. The interplay of short-term demand shocks and long-term structural drift is slowly but surely changing the global T&T landscape, demanding quick-response capacity combined with strategic foresight from policymakers to enable national T&T sectors to continue to create economic benefit.

This chapter discusses the major driving forces that continue to influence the T&T sector throughout and after the crisis period of 2008–09. We also analyze which countries have felt the pain from the downturn and which have managed to grow throughout the crisis, and discuss reasons and change factors using individual country examples. Finally, from these cases, we outline implications for policymakers and map out potential pathways for managing downturn periods tactically while simultaneously developing consistent strategies for turning structural market drifts into opportunities. When these efforts are successful, the T&T economy will experience more crisis-resilient growth and show a consistent advantage over competing tourism destinations.

Trend 1: A continental drift of economic gravity to the East

Nascent middle classes from emerging outbound markets in China and other regions continue to move up but have not yet reached the critical volumes needed to fully replace the western hemisphere as the global T&T growth driver. However, BRIC countries (Brazil, Russia, India, and China) alone represent 42 percent of today's world population, which makes tourism officials dream

Figure 2: Propensity to travel vs. GDP per capita: China, world average, and the United States



Sources: UN Population Department; IHS Global Insight, 2010; FAA, 2010; National Bureau of Statistics of China, 2009; Booz & Company analysis.
Notes: GDP per capita is shown in constant 2005 prices. Bubble size indicates RPK per capita in respective year. Bubbles outlined in white indicate estimated RPK per capita based on assumed values for GDP per capita. The projection for China's theoretical RPK per capita on assumed values for GDP per capita of US$25,000 and US$35,000 is calculated based on the correlation of GDP and RPK 1975–2010 (linear progression with $R^2 = 0.98$).

of an enormous demand waiting to be unleashed as increasing prosperity enables people to travel abroad.

Outbound travel from China has proven resilient to the economic downturn. It has continued to grow by 4 percent in trips and 4 percent in spending from 2008 to 2009, whereas global Travel & Tourism contracted sharply by 4.2 percent and 5.7, respectively. Sixty-one percent of all Chinese travel activity in the past 15 years has been undertaken since 2005, showing swift growth. Notably, 90 percent of Chinese travelers prefer to stay in Asia for their holidays, and a large portion of the population is able to afford only domestic travel.

The downturn following the meltdown of financial markets in 2008 has not altered the fundamentals of the T&T industry because the propensity to travel increases with disposable personal income available for discretionary spending, as shown in Figure 2. China's travel activity—measured in revenue passenger kilometers (RPK) per capita—is well below the world average for 2010 and is not expected to reach that average before 2025. Thus even by 2025 there will still be a huge gap between air travel activity in China and that in developed economies.

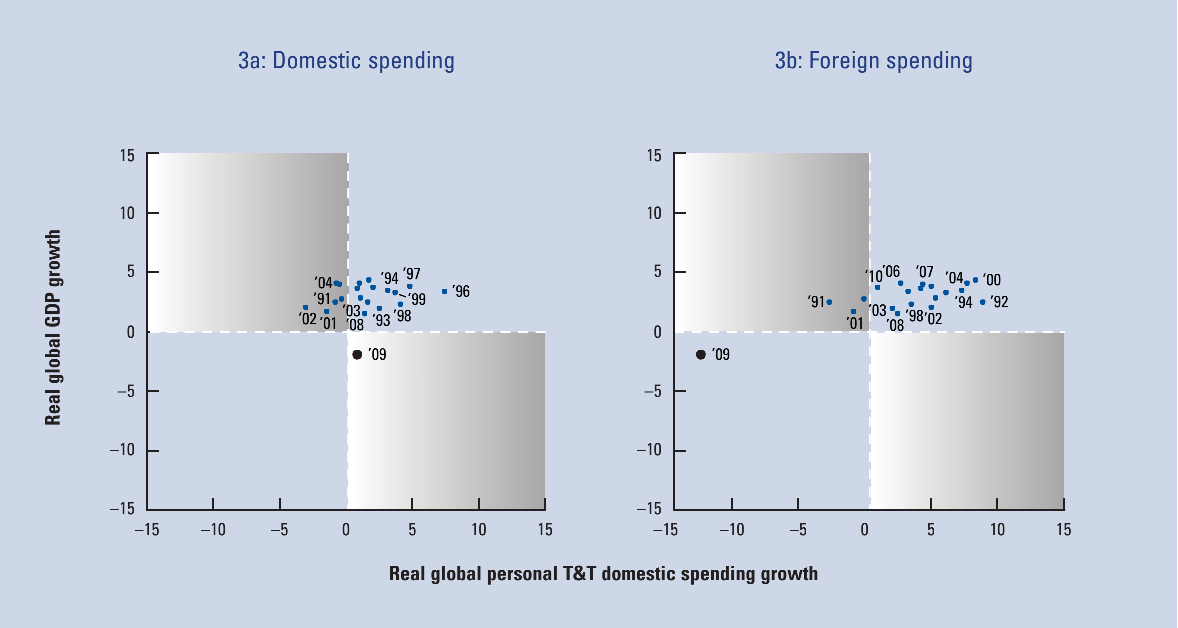
Ultimately, the growth of new source regions is going to push the economic center of gravity from the western hemisphere eastward. To cater to the needs of tourists from BRIC countries bears enormous potential for both traditional tourist destinations as well as emerging touristic hot spots that compete for visitor shares. To tap into these emerging tourist segments, destination managers must develop a clear value proposition for this group of travelers and reduce access barriers in terms of regulations, tour packages, and—last but not least—cultural and language issues.

Trend 2: No growth in western hemisphere markets

Western Europe and North America represented 70 percent of total global personal spending on Travel & Tourism in 2000, but this share decreased to 62 percent by 2010—an average annual decline of 1 percent (North America) and 0.7 percent (Western Europe) based on real terms. This trend has been accelerated by the greater price sensitivity of travelers who get used to seeking the best bargain when it comes to private consumption of any kind. The travel industry has been experiencing price competition for a long time, forcing the sector to take advantage of new distribution channels such as online and to establish new business models such as low-cost carriers. This has resulted in improved efficiencies along the tourism value chain that offset price pressure.

During the downturn, travelers became less engaged with the traditional sun-and-beach destination brands and looked instead for the best value in a two-hour flight range. This has fueled growth along the cheaper

Figure 3: Sensitivity of personal T&T spending to GDP growth by year (in real terms, 1991– 2010)



Sources: WTTC, 2010; IHS Global Insight, 2010; and Booz & Company analysis.

Mediterranean countries and left euro zone countries such as Spain, Greece, and Portugal coping with declining tourism traffic. For example, in the summer of 2009, UK travelers cut trips to Portugal (–28 percent), the Canary Islands (–21 percent), and the Baleares (–13 percent) over the summer of 2008. They opted instead for Egypt (+34 percent) or Tunisia (+21 percent), which offer similar experiences at more favorable cost. Notably, exchange rate fluctuations as a side effect of the crisis have played an important role as price drivers in choosing where to go. Exchange rate fluctuations can be expected to become even more eminent with future currency volatilities on the horizon.

Mass markets in European destinations are likely to remain under the influence of consumer austerity and demand volatility. Prospects can be expected to lighten up with the baby boomer generation reaching pension age in the western hemisphere in the mid term. However, the demographics of this group of affluent travelers will differ from today's mass markets. Tourism destinations will need to fulfill the needs of well-traveled sophisticates with diversified and high-quality travel experiences rather than mass market products.

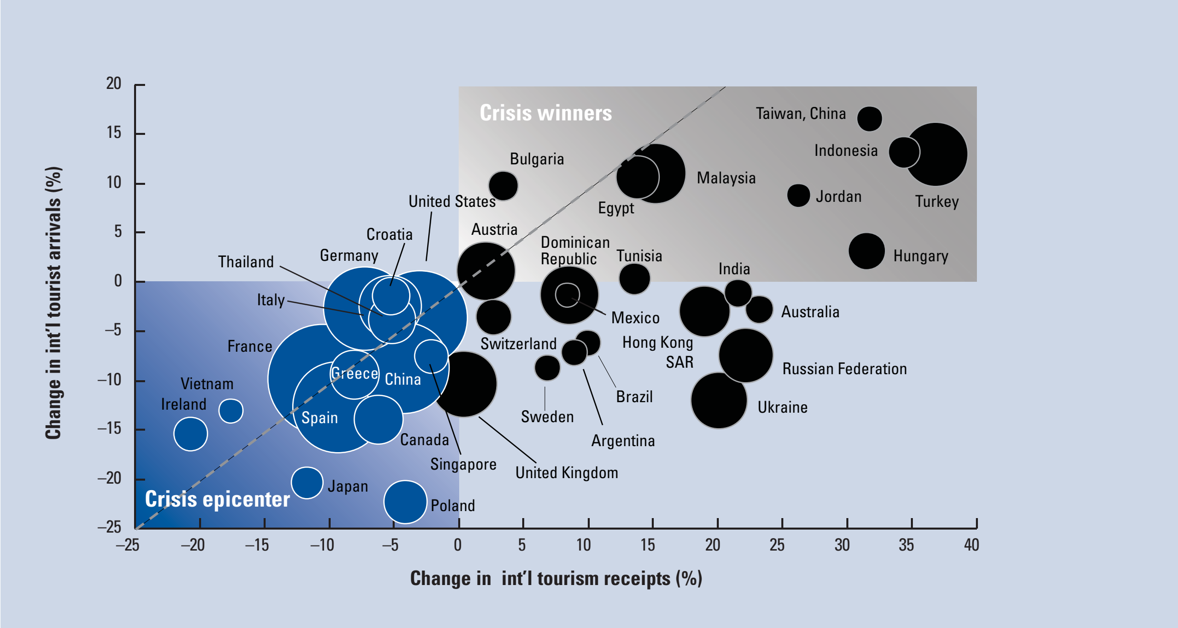
Trend 3: Travel patterns shifting to more regional and domestic travel

In emerging nations, domestic and regional travel represents a highly promising tourism market in its nascent stage, even if long-haul travel has not yet reached significant volume because of low average levels of disposable income. However, domestic travel can mean a massive volume of touristic activity. The Chinese people alone undertake an estimated 1.5 billion domestic trips per annum nearly twice the number of all international tourist arrivals globally.

Underlying consumer trends in the western hemisphere see a shift from the classical annual holiday abroad to more frequent, shorter trips enabled by the proliferation of low-cost air travel and more flexible work-life arrangements. Domestic travel represents massive shares in overall travel spending in some large countries, such as Germany, Scandinavia, and the United States. In Germany, for example, income from foreign visitors has been estimated at €59.9 billion in 2009, compared with €63.3 billion expenditures by residents on vacation in Germany. Although hotel overnight accommodation of foreign visitors in the country fell by 3 percent from 2008 to 2009, inland numbers remained stable (+0.3 percent), helping to stabilize the sector from demand drops.

The economic crisis has prompted even more travelers in predominant source markets to visit domestic destinations, saving on expensive long-haul air transport and leading to countercyclical effects in offsetting fewer international receipts by more domestic spending. External risks such as terrorist attacks or unfavorable exchange rate fluctuations in preferred destinations are likely to drive the propensity for traveling domestically.

Figure 4: Impact of the economic crisis on major tourism destinations (2007–09)



Sources: UNWTO, 2010; Booz & Company analysis.
Notes: Bubble size indicates international tourist arrivals in 2009. International tourist receipts were based on local currency units applying an annual average exchange rate of each currency versus current values in US dollars.

Spending on domestic tourism has proven to be more crisis-resilient than travel money being spent abroad, as shown in Figure 3. It is important to note that, from a policymaker's point of view, domestic spending directly supports the home economy because it originates from residents who would have otherwise spent their money abroad. In the longer run, domestic tourism may gain even more importance because regional travelers will aim to avoid the increasing cost of long-haul travel and benefit from lower transport costs to domestic destinations.[1]

In this respect, regionally focused and domestic tourism is playing an increasingly important role in traditional and emerging tourism economies because residents of emerging nations tend to explore neighboring regions before taking long-haul trips, and Europeans and Americans redirect parts of their travel activity to inland destinations to save money. It will be important for policymakers to put regional and domestic tourism on their T&T development agenda when looking at the sector as a whole.

Crisis winners and losers: Lessons learned

The period from 2007 to 2009 highlights the direct impact the financial crisis has had on tourism economies. The overall performance as a T&T destination is determined by international tourist arrivals as an approximation of demand, and the change of international tourism receipts is an indicator of the sector's overall economic well-being in terms of money inflow.

Most major destination economies clearly suffered during the crisis, but some have managed to weather the downturn successfully and have grown in spite of the global contraction of the travel market. Winning destinations—such as Malaysia, Taiwan, and Indonesia—had already experienced some increasing demand from emerging outbound travel activity out of China. Others—such as Turkey, Bulgaria, and North African countries—gained throughout the crisis by attracting price-sensitive travelers from crisis-struck outbound regions in Western Europe.

Economies losing both on tourist arrivals and international tourism receipts are considered to represent the crisis epicenter, as shown in Figure 4. These are the major European and North American destinations that suffered from weakened long-haul or regional source markets. Most of them—France and Spain being among the most visited countries worldwide—also lost significantly on tourism receipts, hinting at less revenue per visitor and, thus, price pressure. Recovery was already visible during the second half of 2009 and the first half of 2010, but it remains to be seen what long-term effect the crisis might have on price levels in these economies.

Countries that were slow to adapt to changing demand patterns—such as Vietnam—and that bet on continuing growth from Western European and North

American source markets lost significantly during the crisis.

Some countries have managed to maintain growth in tourist arrivals during the downturn by enjoying an increase caused by fortunate events or circumstances. An example of such growth is Taiwan, which attracted large volumes of travelers from the Chinese mainland after direct flights were resumed in July 2008. Bulgaria has kept its growth momentum partly because (and not despite) of the crisis attracting budget-orientated tourists from Western Europe seeking low-cost alternatives to traditional sun-and-beach destinations in the euro zone. More than 75 percent of Hungary's inbound travelers in 2009 were same-day visitors from neighboring countries who were drawn in by the favorable exchange rate of the Hungarian currency.[2]

Winners of the crisis managed to increase international tourist arrivals and value creation in terms of more receipts, thus demonstrating favorable long-term T&T prospects. For example, Turkey has turned the economic crisis into an opportunity for its travel sector by offering attractive prices on sun-and-beach products similar to those of competitors in the Mediterranean such as Spain, Italy, and Greece. At the same time, Turkey started to direct its destination-marketing efforts toward more diversified travel segments such as winter sports, cultural experience, health tourism, and sailing tourism.

As another example of a T&T winner throughout the downturn, Malaysia has harvested the fruits of its long-standing tourism promotion strategy during the economic crisis, driven by dedicated development policy fostering close collaboration between the private and public sectors. Destination marketing has been focused on crisis-resilient demand from regional sources such as China as well as long-haul markets with a clear focus on high-yield segments such as nature adventure (including ecotourism), cultural diversity, family fun, affordable luxury, and MICE (Meetings, Incentives, Conventions, and Exhibitions). Malaysia has also established innovative vacation formats, such as its homestay program, which allows tourists to experience "real life" in resident families while discovering the country by rail. It also encourages high-net-worth individuals to choose the country as a permanent secondary residence ("Malaysia My Second Home").

Countries in the winning zone fall broadly into two categories:

Destinations benefitting from China as an emerging and crisis-resilient outbound market—such as Malaysia, Taiwan, and Indonesia—have done well. And countries such as the Dominican Republic, which anticipated the looming decline in its traditional source markets in the United States and Europe, quickly adapted to grim short-term outlooks by redirecting destination-marketing efforts to alternative source markets with similar spending and travel habits, such as Canada. These countries have managed to keep international tourism receipts above the downward trend by focusing on crisis-resilient source markets.

Providing a low-cost alternative to traditional destinations has been the recipe for success for markets within the reach of Western Europe—such as Turkey, Tunisia, and Egypt—which have enjoyed steady growth while their direct competitors from the euro zone suffered. However, it will be important to consider a sensible balance of tourist arrivals and tourism receipts growth to drive the long-term development agenda of the T&T sector. Tourism nations need to ensure their long-term competitiveness with a consistent sustainability perspective. This includes the expansion of touristic services from mass market to additional high-yield segments. Considering environmental regulation and respective customer preferences for more eco-friendly travel in this respect will become a key differentiator in the future.[3]

Government agenda: Paths to a more crisis-resilient T&T sector

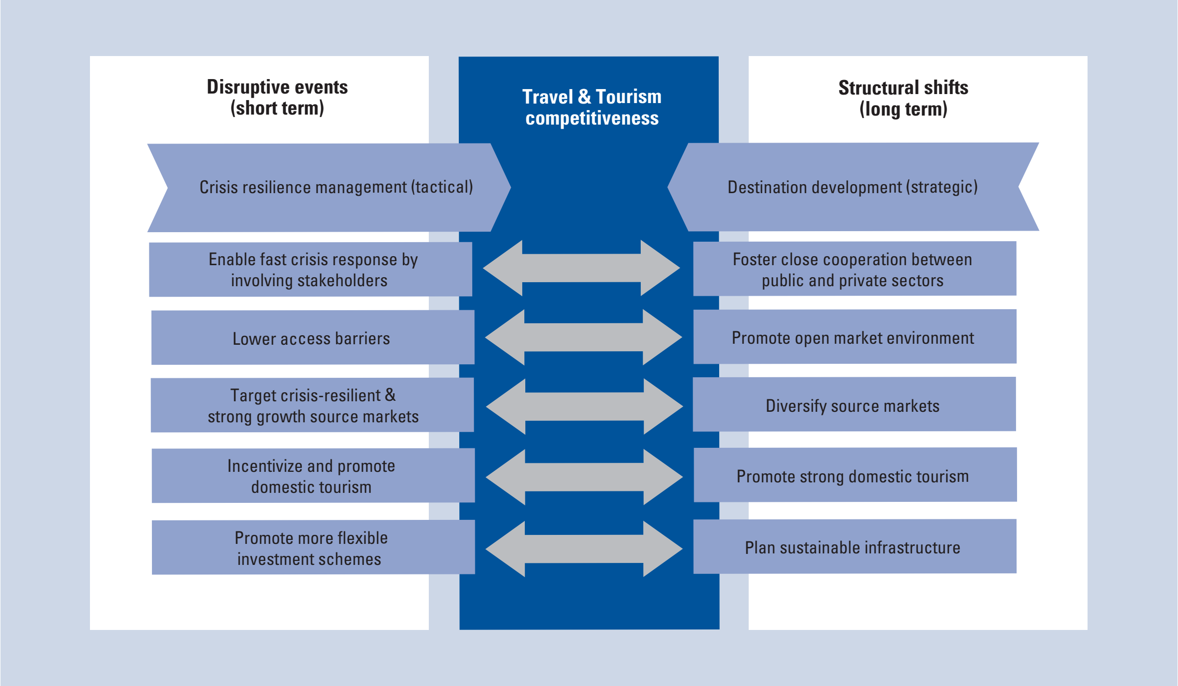
Overall, the T&T sector has navigated stormy waters after the financial crisis, with almost all major destinations having seen a significant decline in visitor numbers and receipts while overarching trends have continued to reshape the sector as a whole. The economic downturn of 2008–09 has left lasting uncertainty on the long-term growth prospects of the sector, which had become accustomed to high growth rates year over year.

Looking ahead, destination countries are increasingly facing risks and uncertainties that have the power to severely impact their T&T economy on very short notice: economic downturn, currency fluctuations, terror attacks, outbreaks of diseases, and so forth. Alarmingly, these risks are less and less under the control of governmental policy and precautionary actions are becoming nearly impossible, as the most recent examples of the upheavals in Tunisia and Egypt demonstrated. To navigate future turbulences more effectively, policymakers should aim to make their T&T sector more crisis-resilient going forward by broadening the foundation on which it is built (Figure 5).

Policymakers should aim to manage downturn periods by linking consistent short-term crisis responses with their broader T&T development agenda to build the resilience of their tourism sector and to find paths to future growth.

1. **Build up fast crisis-response capability based on close cooperation between the public and private sectors.** Reacting quickly to deteriorating demand conditions is key when making the T&T sector more robust against future market shocks in the short term. Countries need to establish resilience management and

Figure 5: Measures addressing disruptive events and structural shifts



Source: Booz & Company analysis.

controlling functions within their sector governance. Close source-market monitoring and detailed understanding of demand dynamics must be established to anticipate market movements up front. A fast-track communication and decision-making framework must be defined between public- and private-sector stakeholders to enable consistent rebound of short-term crisis impacts. It is important to create a single platform, potentially on the national level, that orchestrates local and regional efforts and initiatives. However, even in developed major tourist destinations, tourism-sector governance institutions often lack effective and consistent resilience management and controlling capabilities. Effective collaboration is vital when trying to cope with higher levels of uncertainty in the market environment and higher complexities on the T&T operating side, not only in crisis mode. Ultimately, close and consistent cooperation between the public and private sectors will benefit the whole sector in a variety of ways, including destination marketing, product offering and differentiation, and capacity and infrastructure development.

2. **Reduce access barriers and implement an open market environment.** In times of plummeting visitor numbers, a set of short-term measures such as reducing taxes or visa regulations can help to stabilize declining inbound traffic. In the longer run, a destination needs to make sure that it participates in the proliferation of the internationally most competitive private service offerings. For example, deregulation of the local airline market and the pursuit of open sky policies will ensure a destination's connectivity and accessibility, while open market conditions support development at the local level. Also, factors such as attracting international hotel investors, a world-class telecommunications infrastructure, and comfortable land transport options (e.g., taxi, bus, rail system) increase the competitiveness of tourist destinations.

3. **Redirect destination marketing to diversify source markets.** Apart from focusing on international inbound tourism from traditional source markets, an increased focus on emerging regional markets may help to turn volatile demand into a more robust inflow of tourists during downturn periods and thereafter. To leverage shifting demand and travel patterns, countries should aim to overcome national boundaries in developing their common T&T sector. For example, multi-destination tour packages targeted at important source markets can be supported only when countries consistently establish close cooperation among their T&T industries. For example, the European

Travel Commission (ETC) launched an integrated website (www.visiteurope.com) in 2009 presenting Europe to foreign visitors as a one-stop platform. New customer segments can be exploited by offering ecotourism, upmarket/luxury experiences, health tourism, or voluntourism. These travel formats empower local communities to actively participate in the tourism sector and, thus, drive economic development.

4. **Foster local initiatives and entrepreneurship to promote domestic tourism.** Domestic tourism is a powerful market on its own. In developed countries, it represents huge spending and traffic volumes; in developing nations, it serves as a strong catalyst for internal development as personal income levels allow for more discretionary activities. The increasing cost of long-haul travel and changing demographics will drive more demand for short-distance trips in developed regions. In countries with a focus on long-haul inbound tourism, it has the potential to establish a broader foundation for the T&T sector as a whole. Fostering a vibrant domestic tourism sector helps to steer tourists, and thus investment, into underdeveloped areas. Destination development and marketing needs to reflect this sector by segmenting residents along their domestic travel potential and conclusively cater to their needs to build a strong domestic tourism demand that drives the T&T sector as well as overall economic growth.

5. **Introduce more flexible investment schemes to create sustainable growth.** Flexible, demand-based investment planning helps to avoid accumulating overcapacity. Such adaptability helps to cope with rapidly changing mass markets and mitigates global risk factors that temporarily drive down tourism demand. Because infrastructure investments typically require long lead times, long-term sustainability should be reflected at very early stages in the planning process and should involve stakeholders at all levels. It will become key for policymakers to offer incentives for sustainable development in order to support the long-term prospects of the T&T sector instead of seeking short-term profits.

These years of global downturn have demonstrated that, although the crisis hurt traditional source markets, some emerging tourism destinations have been able to grow not only because of the weakness of competing destinations but also by leveraging the crisis to pave the way for future growth. Any crisis reveals the weak spots of each destination's positioning toward global, regional, or domestic tourism demand. These weak spots must be carefully assessed when formulating and implementing an appropriate policy response. The impacts of a crisis should be leveraged to turn tactical crisis management into strategic opportunities for development that ultimately drive a destination's attractiveness and competitiveness.

Notes

1 See Ringbeck et al. 2009.

2 HKU 2010.

3 Ringbeck and Gross 2008.

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CHAPTER 1.3

Tourism Development in Advanced and Emerging Economies: What Does the Travel & Tourism Competitiveness Index Tell Us?

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When reviewing the four editions of the Travel & Tourism Competitiveness Index (TTCI) compiled so far alongside recent trends in tourism development, it might seem incongruous that the top ranks of the Index are invariably dominated by advanced economies,[1] while tourism growth over recent years has largely been driven by emerging economies. Many destinations in the emerging and developing regions of the world have managed to fruitfully develop and exploit their tourism potential to attract and cater to visitors from both domestic and international markets, though the focus in this chapter will be on international tourism.

In this contribution we try to shed some light on how emerging economies are comparatively evaluated by the Index by exploring the following three questions:

1. Do the four editions of the TTCI reflect the progress that emerging destinations have been making in tourism development? Have they been bridging the gap that exists within the TTCI and improved their rankings?

2. How do emerging economies and advanced economies compare within each of the 14 pillars of the Index?

3. How do economies rank on the TTCI relative to their level of development?

Long-term trends in the development of international tourism

Over the past six decades, tourism has experienced continuous expansion and diversification to become one of the largest and fastest-growing economic sectors in the world. In spite of occasional shocks, international tourist arrivals have shown virtually uninterrupted growth—from a mere 25 million in 1950 to 277 million in 1980, 435 million in 1990, 675 million in 2000, and, finally, 935 million in 2010. Many new destinations have found their place in the sun alongside the traditional tourism destinations of North America and Northern, Western, and Southern Europe. While, in 1950, almost all (97 percent) of international arrivals were concentrated in only 15 destination countries, this share had fallen to 56 percent by 2009. Currently there are close to 100 countries receiving over 1 million arrivals a year. Among them are many emerging economies that have successfully been reaping the benefits of tourism to boost their economic and social development. This is reflected in the list of the top 15 receiving countries, which has been dominated by advanced economies since the 1950s but which has been increasingly populated by emerging economies—China, Turkey, Malaysia, Mexico, Ukraine, and the Russian Federation—over the past decades.

Table 1: Comparison of advanced and emerging economies: The Travel & Tourism Competitiveness Index over time

Rank	2007	2008	2009	2011
ADVANCED ECONOMIES (33)				
Average rank	18.6	18.2	18.2	18.5
Highest rank	1	1	1	1
Lowest rank	44	51	46	52
EMERGING ECONOMIES (89)				
Average rank	77.4	77.6	77.6	77.4
Highest rank	18	26	27	25
Lowest rank	122	122	122	122

Note: The table considers only those 122 economies that are present in all four editions of the Index.

International tourism in the first decade of the 21st century

In 2010, international tourism rebounded more strongly than expected from the shock caused by the economic turbulence of late 2008 and 2009. According to preliminary data presented in the Advance Release of the *UNWTO World Tourism Barometer* of January 2011, international tourist arrivals worldwide were up by 6.7 percent, and reached 935 million in 2010. The increase more than offsets the exceptional 4 percent decline in 2009, with an additional 22 million arrivals over the former peak year 2008.

Looking back on the impact that the financial crisis and economic recession have had on tourism, a month-by-month analysis shows a near-perfect V-shape of 15 consecutive months of negative growth in international tourist arrivals, from August 2008 to October 2009, with the biggest decline in March 2009 (–12 percent). This was followed by a rebound in the shape of a mirror image of high growth on a seriously depressed base.

Emerging economies weathered the storm much better than the advanced ones. A year-over-year comparison shows that, while advanced economies had already suffered a small decline of 0.3 percent for the full 2008 year, emerging economies recorded a growth of 5.0 percent. In 2009, advanced economies declined by 4.3 percent and emerging economies by 3.5 percent; in 2010, they enjoyed increases of 5.3 percent and 8.2 percent, respectively. As a result of this two-speed recovery, emerging economies improved on their pre-crisis peak year 2008 with 20 million additional arrivals in 2010, while advanced economies were only 2 million arrivals above their pre-crisis peak year 2007.

For international tourism, the decade 2000–10 was particularly mixed, with five years of growth above the long-term average annual growth rate of 4 percent and another five seriously troubled years. The "bust" year 2009 and the rebound of 2010 were preceded by four "boom" years that followed the dismal period marked by the terrorist attack of September 11, 2001, and the SARS outbreak in 2003.

Over the whole decade, emerging destinations performed very dynamically, growing at an average rate of almost four percentage points higher than advanced ones. Between 2000 and 2010, emerging economies increased their international tourist arrivals from 259 million to 442 million, corresponding to an average annual growth rate of 5.5 percent a year. In the same period, arrivals in advanced countries grew on average by 1.7 percent a year, from 416 million to 493 million. As a result, emerging destinations gained nine percentage points in terms of share of worldwide arrivals, increasing from 38 percent in 2000 to 47 percent in 2010, while advanced destinations fell back from 62 to 53 percent. At the current rate, it is likely that emerging destinations will attract more international arrivals than advanced ones over the next five years. Vibrant economic growth in emerging source markets, coupled with the appropriate proactive policies to develop tourism and ensure substantial investments in infrastructure and marketing in emerging destinations, were and will be the primary drivers of this performance.

The Travel & Tourism Competitiveness Index 2011

The strong growth of tourism in emerging destinations has been possible only when the appropriate conditions and business environment to develop these destinations are in place. The aim of the Travel & Tourism Competitiveness Index (TTCI) is to measure "the factors and policies that make it attractive to develop the Travel & Tourism (T&T) sector in different countries." It does this by comparing destinations according to a comprehensive set of indicators in a number of relevant areas or pillars. Destinations can identify and assess their strengths and weaknesses vis-à-vis other destinations and over time, by comparing how they rank against others overall, by individual pillar, or by each separate indicator.

As in previous editions, the top ranks in the 2011 edition of the Index are secured by the 33 advanced economies. Emerging and developing economies start to enter the mix only from rank 25: the top 24 ranks are all taken by advanced economies. The first emerging economy, Estonia, ranks 25; the second, Barbados, 28; and the third, the United Arab Emirates, 30. The last of the advanced economies, the Slovak Republic, ranks 54. Ranks 55 to 139 are all taken by emerging economies.

Table 2: Comparison of advanced and emerging economies: The Travel & Tourism Competitiveness Index 2011 by pillar

			Advanced economies (33)			Emerging economies (106)		
			Average rank	Highest	Lowest	Average rank	Highest	Lowest
Subindex	**Pillar number**	**Pillar title**	**18.6**	**1**	**54**	**86.0**	**25**	**139**
B	9	ICT infrastructure	18.9	1	41	85.9	13	139
C	11	Human resources	21.7	1	59	85.0	12	139
A	3	Safety and security	23.5	1	73	84.5	17	139
B	7	Ground transport infrastructure	23.6	1	63	84.4	10	139
B	6	Air transport infrastructure	25.0	1	122	84.0	4	139
C	14	Cultural resources	25.0	1	67	84.0	16	139
A	4	Health and hygiene	25.6	1	58	83.8	1	139
B	8	Tourism infrastructure	25.8	1	72	83.7	4	139
A	1	Policy rules and regulations	32.0	1	85	81.8	10	139
A	2	Environmental sustainability	35.2	1	112	80.8	8	139
A	5	Prioritization of Travel & Tourism	44.9	2	116	77.8	1	139
C	12	Affinity for Travel & Tourism	57.8	8	131	73.8	1	139
C	13	Natural resources	61.5	3	137	72.6	1	139
B	10	Price competitiveness in the T&T industry	107.5	17	139	58.3	1	133

Have emerging countries been reducing the gap in the TTCI?

In order to determine whether emerging and advanced countries have moved closer together over the past few years, Table 1 compares average ranks for both groups of countries, along with the highest and lowest ranks achieved. These figures are based on the 122 economies that have been covered in all four editions of the TTCI.

Table 1 shows that there is hardly any variation over time, with an average rank for advanced economies of just over 18 and, for emerging economies, of just over 77 for all four years. Because the Index has evolved over time and indicators included have varied somewhat, it is not possible, from the very small differences shown, to draw any conclusions as to whether emerging countries have been bridging the gap. They may have been able to improve their T&T competitiveness, but not at a faster rate than advanced economies. The failure to close the gap could be due to the fact that the advanced countries are so concentrated at the top, and also because the series of Index values covers a limited time span.

Comparative advantage for emerging economies: Travel & Tourism Competitiveness Index pillars

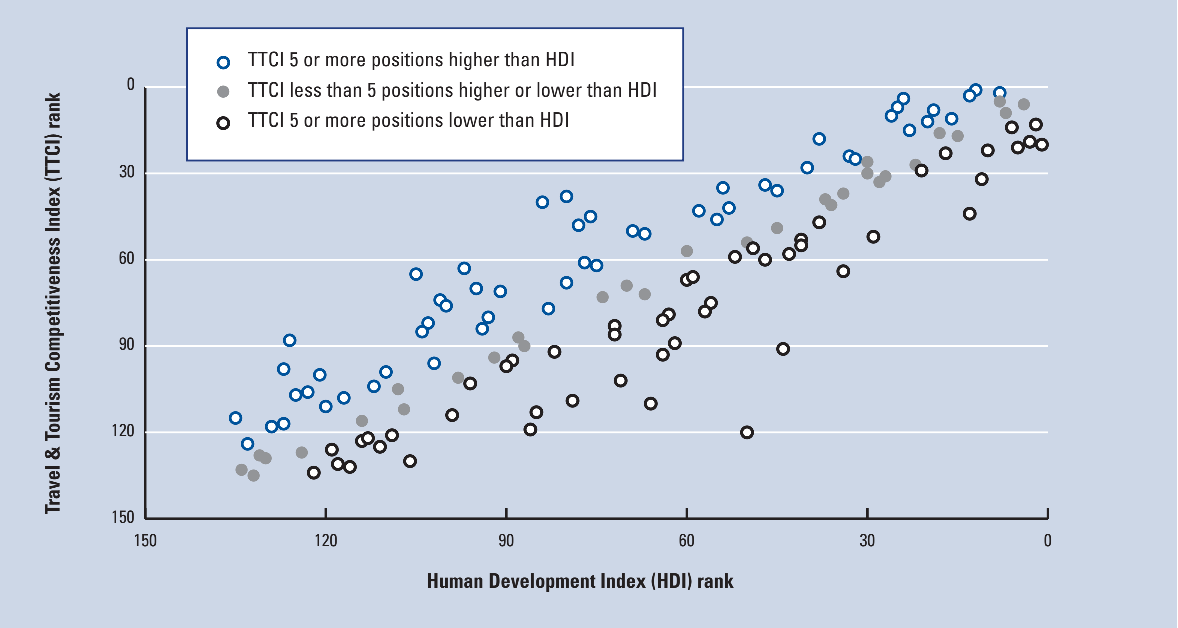
When analyzing 2011 rankings for advanced and emerging economies by pillar, a number of interesting observations can be made. On all but one pillar, advanced economies rank on average significantly higher, while only for the pillar *Price competitiveness in the T&T industry* do emerging economies outperform advanced ones (Table 2).

The highest rankings of the *ICT infrastructure* pillar includes almost exclusively the advanced economies, with all 33 of them ranking among the top 41. Also, the *Human resources, Safety and security, Ground transport infrastructure, Air transport infrastructure, Cultural resources, Health and hygiene,* and *Tourism infrastructure* pillars are predominantly the domain of advanced economies, with the average ranking of each group showing a difference equal to or higher than 58. For the *Policy rules and regulations, Environmental sustainability, Prioritization of Travel & Tourism, Affinity for Travel & Tourism,* and *Natural resources* pillars, the gap is somewhat smaller but still significant.

On the opposite side of the spectrum is the *Price competitiveness in the T&T industry* pillar, the only one on which emerging countries rank considerably higher on average (with an average rank of 58) than the advanced ones (with an average of 108). In this case, the first advanced economy (Taiwan, China) enters the rankings only in 17th place.

In six other pillars, emerging economies rank among the top five positions: *Natural resources* (Brazil 1, Tanzania 2, China 5); *Affinity for Travel & Tourism* (Lebanon 1, Barbados 2, Albania 3, Mauritius 4, Cape Verde 5); *Prioritization of Travel & Tourism* (Mauritius 1, Barbados 3, Jamaica 4); *Tourism infrastructure* (Croatia 4); *Health and hygiene* (Lithuania and Hong Kong tied, at 1); and *Air transport infrastructure* (United Arab Emirates 4).

Figure 1: Travel & Tourism competitiveness relative to development stage



Source: Compiled by UNWTO, based on World Economic Forum and UNDP 2010 data.
Note: See Table 3 for data series.

Travel & Tourism competitiveness relative to level of development

The analysis above emphasizes the fact that where a country places in the Index is highly related to its level of development. Advanced economies started earlier with their overall development, as well as with their tourism development, and have thus been wealthier over a longer time. They have had more time and more resources available to resolve basic issues, such as rules and regulation, safety and security, and health and hygiene; and to build infrastructure, to provide necessary services, and invest in the quality of their human capital. As a result, given that the TTCI measures the overall "stock" of T&T competitiveness rather than improvements over time (the "flow"), advanced economies rank higher on the TTCI, accurately reflecting their advantage in these areas.

Jürgen Ringbeck and Stephan Gross of Booz Allen Hamilton, in their contribution to the first *Travel & Tourism Competitiveness Report 2007,* pointed to the close correlation between the TTCI and the stage of development of a country, using gross national income (GNI) per capita as an indicator for the latter. They identify best practice examples in each of the defined peer groups for an internal benchmarking analysis, looking in detail at the T&T competitiveness of each country.

The last piece of analysis presented here also focuses on T&T competitiveness relative to the overall level of development of each economy. Our objective, however, is to try to control for the influence of the stage of development. What we want to see is how economies are doing compared with what one would expect based on their respective stages of development, which countries are doing better or worse, and why.

The indicator used for the country's level of development is the Human Development Index (HDI), as developed and compiled by the United Nations Development Programme (UNDP). The HDI is conceptually broader than income measures since, besides living standard as indicated by per capita income, it also takes into account life expectancy and education, better reflecting the quality of people's lives and countries' achievements. Both indexes are compared not according to their absolute values but on their rankings, which has the advantage that they would have the same value when perfectly positively correlated (overall, their correlation is high at $r = 0.89$).

As Table 3 shows, of the 135 economies with data available for both indexes, 27 countries (20 percent) rank 15 or more positions higher on the TTCI than would be expected based on their rank on the HDI; another 27 countries (20 percent) rank between 5 and 14 positions higher. For 26 countries (19 percent), the difference between the indexes is less than 5 positions higher or lower.

Thailand leads this alternative list with a noteworthy difference of 44 positions, as it ranks 84 on the HDI and 40 on the TTCI. China and India follow, with differences of 42 and 40 ranks, respectively, between the indexes, though it is interesting to note that China has an advantage over India of some 25 ranks on both indexes. Furthermore, countries that rank 20 positions higher on the TTCI are the Gambia, South Africa, Tunisia, Turkey, Rwanda, Morocco, Indonesia, Vietnam, Senegal, Guatemala, Zimbabwe, Egypt, and—the first two among the advanced economies—Portugal and Austria.

At the bottom end of the table, countries are found that rank rather more poorly on the TTCI than would be expected according to their level of development as indicated by their HDI ranking. For 31 countries (23 percent), the TTCI rank is between 5 and 14 positions lower than the HDI rank; for another 24 countries (18 percent), the TTCI is 15 or more positions lower. Countries with a difference of 30 or more in their ranks on the two indexes are: Libya, Kuwait, the Islamic Republic of Iran, Paraguay, Israel, Venezuela, Brunei Darussalam, and Algeria.

It is interesting to note that many emerging economies that feature at the top end of this alternative ranking are successful tourism destinations, while at the bottom end are many countries that have not yet been able to fully realize their tourism potential.

The scatter plot in Figure 1 illustrates the close overall correlation between the HDI and the TTCI. For the group of 31 economies around the diagonal (marked with a solid gray circle), the development of the tourism sector is broadly in line with what one would expect given the general level of development, as the difference between a country's positions on each Index is less than 5 positions. For the group above the line, the TTCI rank is higher than the HDI rank; and for the group below, vice versa. Outliers on the top left-hand side represent countries where TTCI consistently exceeds HDI, such as Thailand, China, India, the Gambia, and South Africa, while those at the bottom right-hand side of the graph represent countries where conditions for tourism development have not kept pace with overall development (e.g., Libya and Kuwait).

Conclusions

The overall analysis confirms that the TTCI, as a matter of course, tends to rank advanced economies higher than countries at lower stages of development. In a way, this is inevitable because it reflects the better overall conditions in those economies. Comparing rankings relative to stages of development shows that, given comparable resources, some economies are able to create rather better conditions for tourism development than others.

Nevertheless, the impression remains that the TTCI favors advanced economies and insufficiently reflects the progress made by many emerging and developing economies. To do justice to the rising stars of world tourism among the emerging economies, it might be necessary to make changes to the way these countries are perceived alongside the established destinations.

In this respect, with regard to future editions of the TTCI, it might be worthwhile taking the following into account:

- It is vital to continue reviewing the Index, its pillars, and its indicators with a critical eye, in order to see whether the model needs adjustment or whether the indicators need to be revised. Of course, the availability of suitable indicators is always a constraint, but that challenge should not be avoided.

- It is essential to study successful emerging destinations in greater depth to determine whether there are specific factors that can explain their progress. Until now, advanced economies have been very much taken as the model of development that should be replicated. For emerging destinations, additional or alternative factors might play a key role.

- The Index might have to be supplemented with indicators that show the improvement of an existing situation. This would mean, in addition to absolute indicators (stock), including more relative indicators (flow) that reflect the progress made in certain areas. For instance, in the case of infrastructure, as well as including the absolute volumes (i.e., operating airlines, telephone lines, hotel rooms), the Index might also include the increase in these respective volumes over a specific period (i.e., the number of additional airlines, telephone lines, and hotel rooms).

- The weighting of pillars might be reconsidered. Currently, all pillars are weighted equally within their respective subindexes, yet one could question whether it is appropriate to treat *Price competitiveness in the T&T industry* and *ICT infrastructure,* for instance, on an equal footing, since the first might be much more decisive in determining T&T competitiveness than the latter.

Even though there is always room for improvement, the current Index is still a very valuable and useful tool for different countries to assess their strengths and weaknesses and to give some indication about what they should focus their efforts on. The importance of comparing countries with their relevant peers should not be underestimated. It is possible to make a valid evaluation of one's own relative position only by comparing oneself with destinations at a comparable stage of development. Countries at a more advanced stage of development should not be taken as the norm for one's own ranking (it is less useful to compare one's performance with that of Switzerland if resources in the two countries are very different). However, higher-ranking countries can always serve as a reference for pointing out

Table 3: The Travel & Tourism Competitiveness Index relative to the Human Development Index

			Human Development Index		T&T Competitiveness Index		
Country/Economy	Rank by difference	Stage of development	Score	Rank	Score	Rank	Difference in rank (number of positions)
Thailand	1	E	0.654	84	4.47	40	44
China	2	E	0.663	80	4.47	38	42
India	3	E	0.519	105	4.07	65	40
Gambia, The	4	E	0.390	126	3.70	88	38
South Africa	5	E	0.597	97	4.11	63	34
Tunisia	6	E	0.683	76	4.39	45	31
Turkey	7	E	0.679	78	4.37	48	30
Rwanda	8	E	0.385	127	3.54	98	29
Morocco	9	E	0.567	101	3.93	74	27
Indonesia	10	E	0.600	95	3.96	70	25
Vietnam	11	E	0.572	100	3.90	76	24
Senegal	12	E	0.411	121	3.49	100	21
Guatemala	13	E	0.560	103	3.82	82	21
Zimbabwe	14	E	0.140	135	3.31	115	20
Egypt	15	E	0.620	91	3.96	71	20
Portugal	16	A	0.795	38	5.01	18	20
Austria	17	A	0.851	24	5.41	4	20
Cape Verde	18	E	0.534	104	3.77	85	19
Brazil	19	E	0.699	69	4.36	50	19
Malaysia	20	E	0.744	54	4.59	35	19
Zambia	21	E	0.395	125	3.40	107	18
United Kingdom	22	A	0.849	25	5.30	7	18
Tanzania	23	E	0.398	123	3.42	106	17
Jordan	24	E	0.681	77	4.14	61	16
Mauritius	25	E	0.701	67	4.35	51	16
Singapore	26	A	0.846	26	5.23	10	16
Costa Rica	27	E	0.725	58	4.43	43	15
Namibia	28	E	0.606	93	3.84	80	13
Jamaica	29	E	0.688	75	4.12	62	13
Croatia	30	E	0.767	47	4.61	34	13
Dominican Republic	31	E	0.663	80	3.99	68	12
Barbados	32	E	0.788	40	4.84	28	12
Ethiopia	33	E	0.328	129	3.26	118	11
Kenya	34	E	0.470	110	3.51	99	11
Mexico	35	E	0.750	53	4.43	42	11
Spain	36	A	0.863	19	5.29	8	11
Switzerland	37	A	0.874	12	5.68	1	11
Malawi	38	E	0.385	127	3.30	117	10
Honduras	39	E	0.604	94	3.79	84	10
France	40	A	0.872	13	5.41	3	10
Mozambique	41	E	0.284	133	3.18	124	9
Uganda	42	E	0.422	120	3.36	111	9
Nepal	43	E	0.428	117	3.37	108	9
Bulgaria	44	E	0.743	55	4.39	46	9
Montenegro	45	E	0.769	45	4.56	36	9
Cyprus	46	A	0.810	33	4.89	24	9
Ghana	47	E	0.467	112	3.44	104	8
Luxembourg	48	A	0.852	23	5.08	15	8
Hong Kong SAR	49	A	0.862	20	5.19	12	8
Estonia	50	E	0.812	32	4.88	25	7
Nicaragua	51	E	0.565	102	3.56	96	6
Sri Lanka	52	E	0.658	83	3.87	77	6
Germany	53	A	0.885	8	5.50	2	6
Iceland	54	A	0.869	16	5.19	11	5
Malta	55	A	0.815	30	4.88	26	4
Burkina Faso	56	E	0.305	131	3.06	128	3
Cambodia	57	E	0.494	108	3.44	105	3
Russian Federation	58	E	0.719	60	4.23	57	3
Sweden	59	A	0.885	8	5.34	5	3
Denmark	60	A	0.866	18	5.05	16	2
Burundi	61	E	0.282	134	2.81	133	1
Mali	62	E	0.309	130	3.05	129	1
Botswana	63	E	0.633	88	3.74	87	1
Colombia	64	E	0.689	74	3.94	73	1
Georgia	65	E	0.698	70	3.98	69	1
United Arab Emirates	66	E	0.815	30	4.78	30	0
Benin	67	E	0.435	114	3.30	116	–2
Guyana	68	E	0.611	92	3.62	94	–2
Bahrain	69	E	0.801	37	4.47	39	–2

Cont'd.

Table 3: The Travel & Tourism Competitiveness Index relative to the Human Development Index

			Human Development Index		T&T Competitiveness Index		
Country/Economy	Rank by difference	Stage of development	Score	Rank	Score	Rank	Difference in rank (number of positions)
Finland	70	A	0.871	15	5.02	17	–2
Canada	71	A	0.888	7	5.29	9	–2
United States	72	A	0.902	4	5.30	6	–2
Chad	73	E	0.295	132	2.56	135	–3
Côte d'Ivoire	74	E	0.397	124	3.08	127	–3
Syria	75	E	0.589	98	3.49	101	–3
Philippines	76	E	0.638	87	3.69	90	–3
Hungary	77	E	0.805	34	4.54	37	–3
Panama	78	E	0.755	50	4.30	54	–4
Latvia	79	E	0.769	45	4.36	49	–4
Czech Republic	80	A	0.841	27	4.77	31	–4
Swaziland	81	E	0.498	107	3.35	112	–5
Macedonia, FYR	82	E	0.701	67	3.96	72	–5
Qatar	83	E	0.803	36	4.45	41	–5
Slovenia	84	A	0.828	28	4.64	33	–5
Italy	85	A	0.854	22	4.87	27	–5
Moldova	86	E	0.623	89	3.60	95	–6
Belgium	87	A	0.867	17	4.92	23	–6
Nigeria	88	E	0.423	119	3.09	126	–7
Kyrgyz Republic	89	E	0.598	96	3.45	103	–7
Mongolia	90	E	0.622	90	3.56	97	–7
Albania	91	E	0.719	60	4.01	67	–7
Peru	92	E	0.723	59	4.04	66	–7
Saudi Arabia	93	E	0.752	52	4.17	59	–7
Uruguay	94	E	0.765	49	4.24	56	–7
Greece	95	A	0.855	21	4.78	29	–8
Netherlands	96	A	0.890	6	5.13	14	–8
Madagascar	97	E	0.435	114	3.18	123	–9
Cameroon	98	E	0.460	113	3.18	122	–9
Poland	99	E	0.795	38	4.38	47	–9
El Salvador	100	E	0.659	82	3.68	92	–10
Ecuador	101	E	0.695	72	3.79	83	–11
Australia	102	A	0.937	2	5.15	13	–11
Angola	103	E	0.403	122	2.80	134	–12
Pakistan	104	E	0.490	109	3.24	121	–12
Lithuania	105	E	0.783	41	4.34	53	–12
Japan	106	A	0.884	10	4.94	22	–12
Lesotho	107	E	0.427	118	2.95	131	–13
Romania	108	E	0.767	47	4.17	60	–13
Bangladesh	109	E	0.469	111	3.11	125	–14
Armenia	110	E	0.695	72	3.77	86	–14
Chile	111	E	0.783	41	4.27	55	–14
Tajikistan	112	E	0.580	99	3.34	114	–15
Argentina	113	E	0.775	43	4.20	58	–15
Mauritania	114	E	0.433	116	2.85	132	–16
Azerbaijan	115	E	0.713	63	3.85	79	–16
Ireland	116	A	0.895	5	4.98	21	–16
New Zealand	117	A	0.907	3	5.00	19	–16
Ukraine	118	E	0.710	64	3.83	81	–17
Trinidad and Tobago	119	E	0.736	56	3.91	75	–19
Norway	120	A	0.938	1	4.98	20	–19
Serbia	121	E	0.735	57	3.85	78	–21
Korea, Rep.	122	A	0.877	11	4.71	32	–21
Slovak Republic	123	A	0.818	29	4.35	52	–23
Timor–Leste	124	E	0.502	106	2.99	130	–24
Kazakhstan	125	E	0.714	62	3.70	89	–27
Bolivia	126	E	0.643	85	3.35	113	–28
Bosnia and Herzegovina	127	E	0.710	64	3.63	93	–29
Algeria	128	E	0.677	79	3.37	109	–30
Brunei Darussalam	129	E	0.805	34	4.07	64	–30
Venezuela	130	E	0.696	71	3.46	102	–31
Israel	131	A	0.872	13	4.41	44	–31
Paraguay	132	E	0.640	86	3.26	119	–33
Iran, Islamic Rep.	133	E	0.702	66	3.37	110	–44
Kuwait	134	E	0.771	44	3.68	91	–47
Libya	135	E	0.755	50	3.25	120	–70

Source: Compiled by UNWTO, based on World Economic Forum and UNDP 2010 data.

Notes: Rankings in this table are based on the 135 economies that appear in both indexes. The HDI provides scores for a value from 0 to 1, to three decimal places. The TTCI provides scores for a value of 1 to 7, to two decimal places. This table provides the scores as they appear in their respective indexes. *E* indicates emerging economy; *A* indicates advanced economy.

possible next steps to take in order to improve a country's competitiveness. At the same time, they can be used to identify new ideas and best practices.

Note

1 As defined by the International Monetary Fund (IMF), see further the Statistical Annex of the IMF *World Economic Outlook* of October 2010 at page 169. The 33 advanced economies are (by UNWTO region) in the Americas: Canada, United States; in Asia and the Pacific: Australia, Hong Kong SAR, Japan, Republic of Korea, New Zealand, Singapore, Taiwan (pr. of China); in Europe: Austria, Belgium, Cyprus, Czech Republic, Denmark, Finland, France, Germany, Greece, Iceland, Ireland, Israel, Italy, Luxembourg, Malta, Netherlands, Norway, Portugal, Slovakia, Slovenia, Spain, Sweden, Switzerland, and the United Kingdom.

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CHAPTER 1.4

Premium Air Travel: An Important Market Segment

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The premium (first and business class) travel segment is an important market, particularly for hotels and network airlines, but also for others in the Travel & Tourism (T&T) value chain. For example, international air passengers traveling on premium seats represent 8 percent of traffic but 26 percent of passenger revenue.[1]

Premium travel by air is closely related to business activities, such as the international trade of goods and services and foreign direct investment (FDI), because an important way in which people build and maintain business relationships is through face-to-face meetings.[2] A previous survey showed that around 70 percent of passengers on premium seats are traveling to do business.[3] Consequently, the size and potential of premium travel markets between country pairs will reflect the size and potential for flows of international trade, investment, finance, and other business activities. This chapter reports on research that quantified the relative impact of the most important business travel drivers determining the size of premium travel markets between country pairs.

In the first part of the chapter, we will identify and then quantify, through an econometric model, various factors related to the number of premium passengers; the second part focuses on how successfully these particular drivers explain differences between country pairs. In the last part, we will explore how changes in aspects of a country's attractiveness to business travelers—measured by different pillars of the World Economic Forum's Travel & Tourism Competitiveness Index (TTCI)—could boost business and premium travel to a country.

Drivers of premium-class passengers

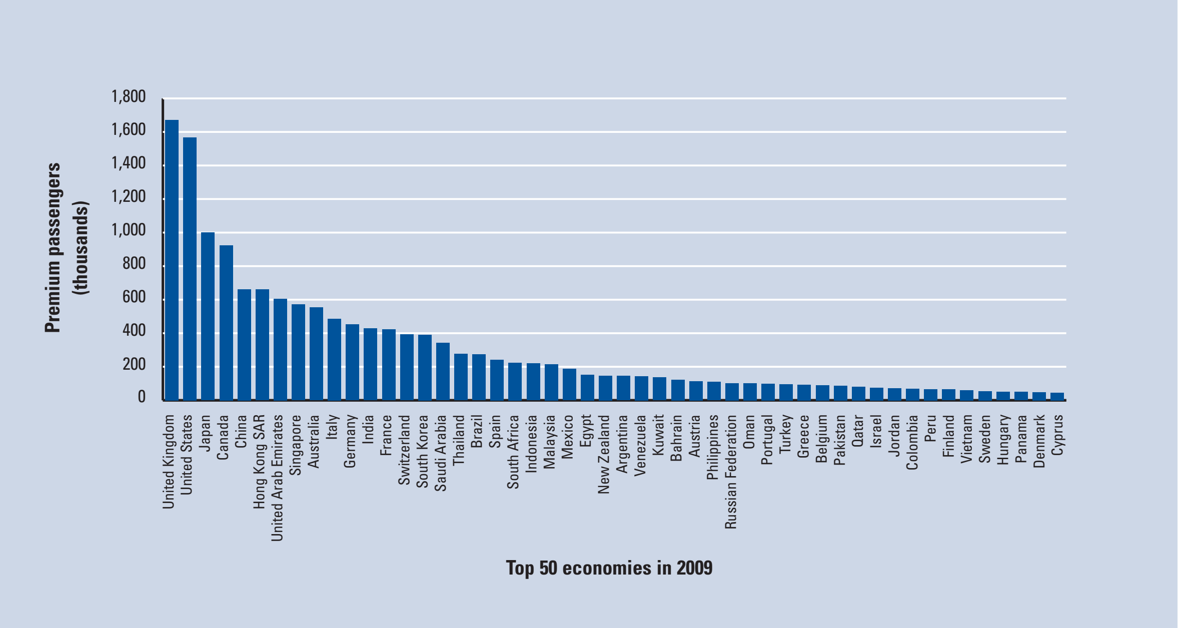
Figure 1 shows the number of passengers traveling on premium seats for the top 50 countries. In 2009, the United Kingdom was the country with the greatest number of premium travelers, followed by United States and Japan.

There is a wide range of experiences across countries, but the figure shows that the top 10 countries in terms of premium passengers, except the United Arab Emirates, are large economies.

Figure 2 confirms that there is a positive relationship between the number of premium passengers traveling between the countries in a pair and the size of the economies at either end of the flow. This figure suggests that there are some interesting country-pair outliers to the estimated relationship between the size of the economies involved and the number of premium passengers. These outliers can be classified as:

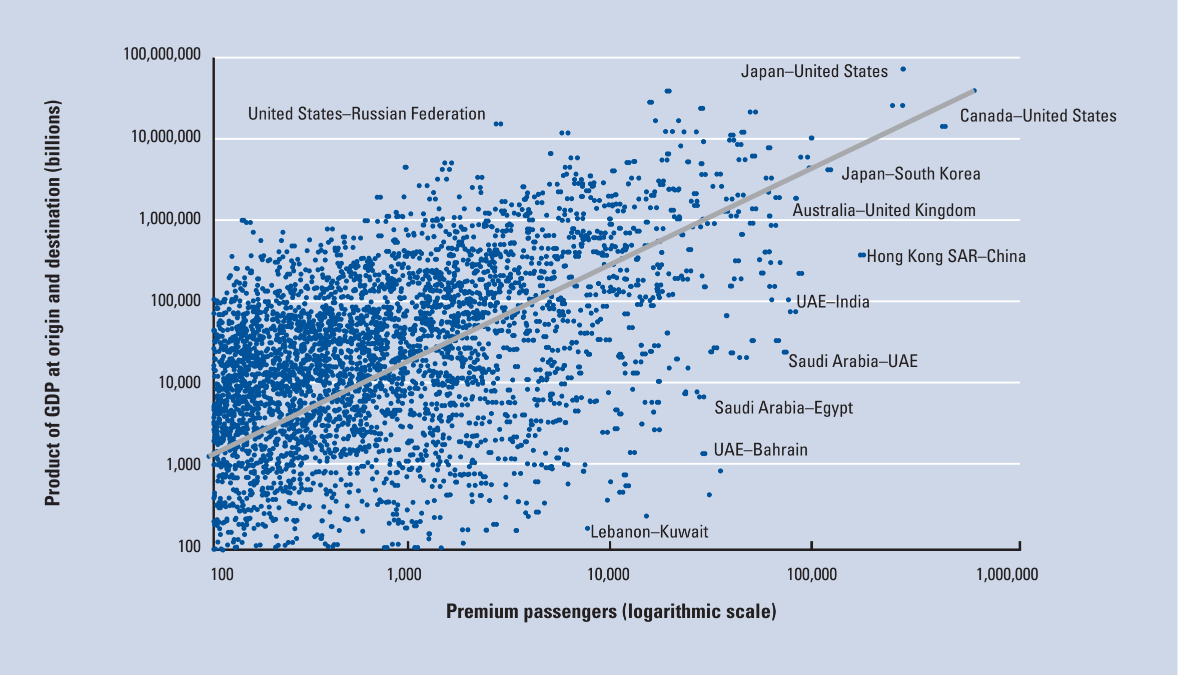
- those country pairs (at the top left of the figure) with a relatively small number of premium passengers but large economies at both origin and destination (such as the United States–Russian Federation pair), and

Figure 1: Premium international arrivals, top 50 economies (2009)



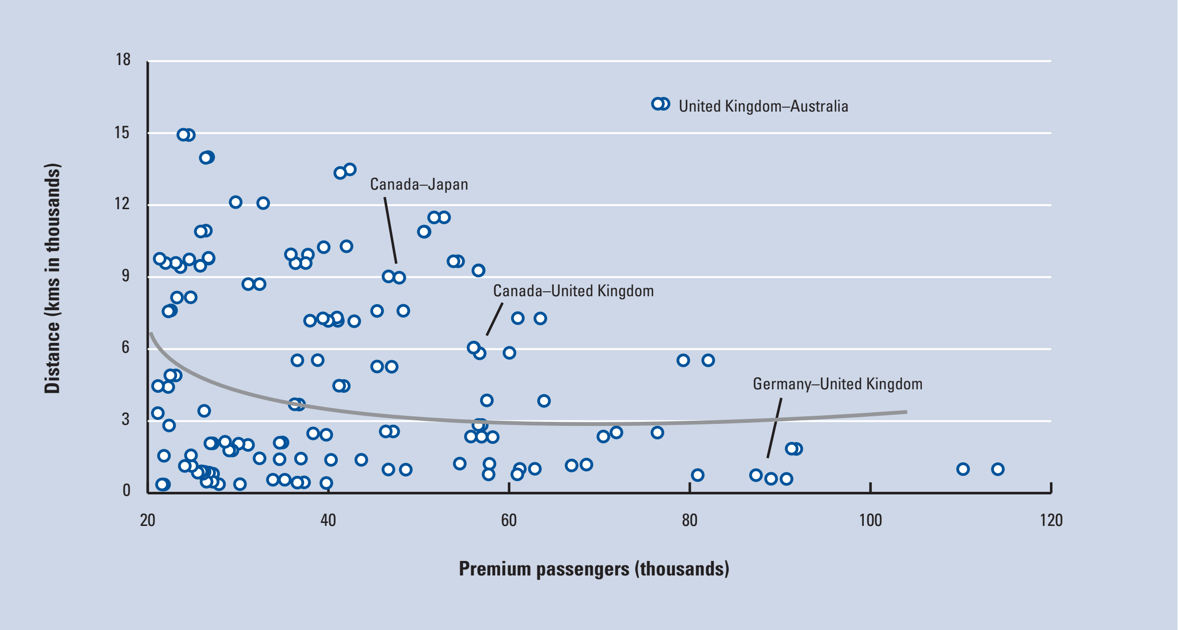
Source: IATA PaxIS.

Figure 2: GDP and premium passengers by country pairs



Source: IATA PaxIS.

Figure 3: Distance between country pairs vs. number of premium passengers



Source: IATA PaxIS.

- those pairs (at the bottom of the figure) with a relatively high number of premium travelers but small economies (such as the United Arab Emirates–Bahrain pair).

Figure 2 shows several examples where economic size, at both origin and destination, is not the only factor that drives premium passengers. For example, the number of premium travelers between Canada and the United States is about twice the number of business passengers between Japan and the United States, despite Japan being a bigger economy than Canada in terms of GDP. Another example is the market between Hong Kong and China, which is about half of the size of the one between Canada and the United States in terms of business passenger numbers, but represents only 3 percent of the US-Canadian economies. These examples demonstrate that there are factors other than economy size that need to be taken into account when explaining differences in the number of premium passengers. In particular, the relationship between travel and distance is one of them.

Travel cost will rise with distance in both time and money terms. Consequently, trade and business travel will, all other things being equal, diminish with distance, as shown by Figure 3. For country pairs of similar size in terms of GDP, such as Germany–United Kingdom and Canada-Japan, the figure shows that the number of passengers traveling between Germany and the United Kingdom is higher than it is for the route between Canada and Japan, as the distance on the first market is shorter.

One clear outlier to the estimated relationship with distance is the premium travel market between the United Kingdom and Australia, with 80,000 travelers—about three times larger than the Singapore–United States market. The distance between countries for both markets is similar, and consequently travel cost is similar, suggesting that travel to Australia is, among other factors, related to the country's historical relationship with the United Kingdom.

Besides economic size and the distance between countries, the TTCI allows a closer analysis of the other factors associated with the size of the premium travel market. However, the TTCI score, which is composed of 14 pillars, captures a wide range of factors and policies, some of which might be less crucial than others to international business travelers. Indeed, business travelers and holidaymakers have different perspectives when planning to invest in or visit countries. For example, the pillars that consider health and hygiene, tourism infrastructure, the prioritization of Travel & Tourism, and natural and cultural resources may not be as relevant to business travelers as the others. Therefore we analyze the relationship of premium travel to only those pillars directly associated with business activities and premium travel.

One interesting indicator from an investor's point of view is the regulatory framework of a country, which is captured through the first pillar. This pillar includes some essential factors, such as how well property rights are protected and the cost of setting up a business. Additionally, it captures the extent to which the policy environment is favorable to the development of the T&T industry. Those factors will also influence the development of business activities such as trade in goods or services and FDI relative to the size of the economy.

Another relevant factor for investors is how easily and quickly business deals can be made in a country. Given the increasing importance of the online environment and electronic transactions, it is important for investors to assess the quality of the information communication and technologies (ICT) infrastructure. This is captured by a specific pillar that measures, among other factors, the extent to which online tools are used for business transactions. This is a catalyst for investors and therefore an important aspect of analyzing the premium travel market.

Price competitiveness is the third important element to take into account when planning to visit or invest in a given country, as it captures some of the costs of doing business. It measures factors such as the extent to which goods and services in the country are more or less expensive than they are in another destination (purchasing power parity), airfare ticket taxes, and taxation levels in the country.

Figure 2 shows examples of where these pillars appear to be strongly related to the number of passengers traveling on premium seats. Middle Eastern destinations, such as the United Arab Emirates or Saudi Arabia, have shown a consistently good business environment in terms of regulatory framework, ICT infrastructure, and price competitiveness. As such, business traffic between Saudi Arabia and the United Arab Emirates has been 35 percent stronger than the traffic between Saudi Arabia and Egypt. Both distance and size of economies is comparable in these two markets. The difference in the number of premium passengers is associated, among other factors, with the ICT infrastructure, which is more developed in Saudi Arabia (with a score of 4.4 out of 7) than in Egypt (with a score of 2.4).

The implication of these outlying country-pair markets is that it is possible for countries to succeed in boosting or failing to realize the potential of premium travel, over and above the flows implied by economic size and distance. But to be useful, that insight requires quantification. For this purpose, we developed an econometric gravity-type model. The model shows that all three do indeed play an important role.[4]

Economic size at both origin and destination is the most significant factor in explaining differences between country pairs. All other things being equal, the model suggests that a 10 percent rise in GDP would lead to a 6 percent increase in the number of business passengers. Any 10 percent improvement in policy rules and regulations, ICT infrastructure, and price competitiveness would lead to an increase of 4.5 percent, 2.2 percent, and 13.8 percent, respectively, in the number of travelers. For every 10 percent increase in distance between economies, the model suggests premium travel markets, all other things being equal, will be 9 percent smaller.

As shown in Figure 1, premium travel to the United Kingdom was the biggest market, with more than 1.6 million premium passengers. According to the model, this market is strongly related to both economic conditions (55 percent) and a good regulatory framework and ICT infrastructure (20 percent).

Figure 4 shows the top 30 biggest markets in 2009, representing about 18 percent of the total traffic flows of the year. The number of passengers traveling on premium seats between the United States and Canada was the largest market, with more than 400,000 passengers. According to the model, economic size explains about 76 percent of the traffic flow between these two countries. Similarly, economic size explains premium traffic between the United States and Japan and between the United States and the United Kingdom by more than 80 percent.

As expected from the graphical analysis in the first part of this chapter, a greater distance between countries has a negative effect on the number of business passengers. All the pillars selected—the policy rules and regulation (A01), ICT infrastructure (B09), and the price competitiveness in the T&T industry (B10) have a positive relationship with the number of passengers traveling on premium seats.[5]

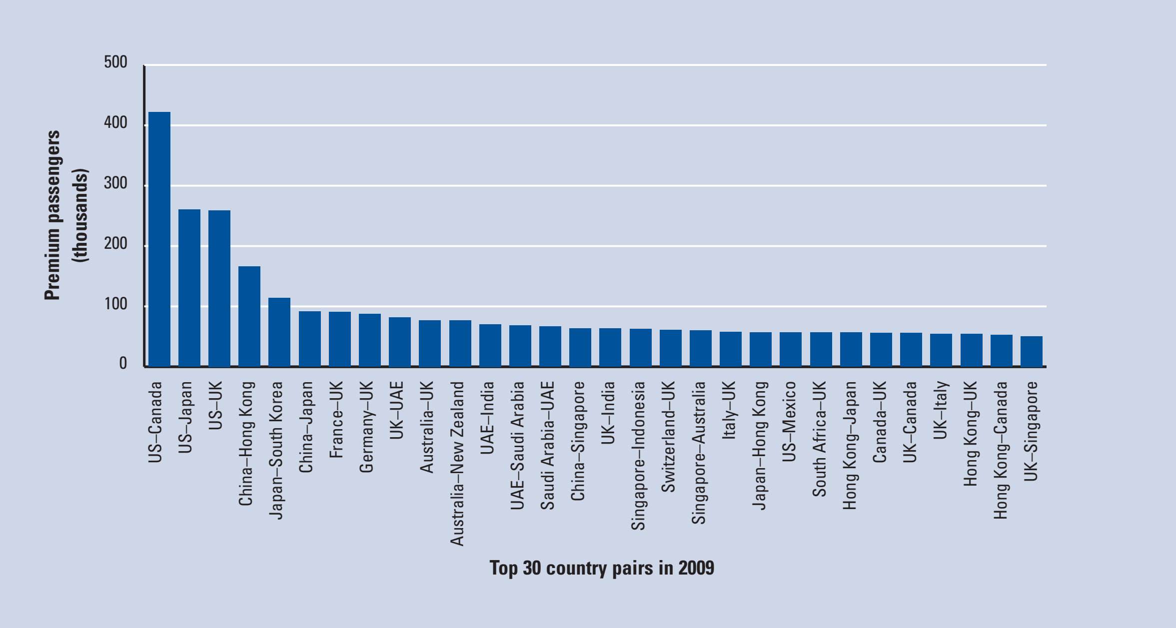
Looking at the fourth-largest market, premium travel market between China and Hong Kong is explained to some extent by both short distances between these two countries (13 percent) and also by the size of both economies (56 percent).

According to the model, premium travel to Middle Eastern destinations, such as the United Arab Emirates and Saudi Arabia, is related to some extent (30 percent) to a favorable regulatory framework, a well-developed ICT infrastructure, and a relatively low cost of doing business. However, economic size explains to a greater extent (60 percent) the travel market between the United Kingdom and the United Arab Emirates.

Another example shows that economic size could be as important as the business environment of the destination country. Premium travel between Lebanon and Kuwait (see Figure 2) is explained almost equally by the favorable environment (33 percent) and economic conditions (35 percent).

Traffic flows between the United Kingdom and Singapore and between Thailand and the United Kingdom also illustrate the extent to which pillars—that is, factors apart from economic size and distance—are related to premium passenger numbers. For the United Kingdom–Singapore pair, the average score for the three pillars is high, coming in at 5.5 (compared with a regional average of 4.5), suggesting that these economies are attractive for business travel. Economies and distance are

Figure 4: Number of premium passengers by country pairs, 2009



Source: IATA PaxIS.

comparable between these two country pairs; however, the first market, at 51,000 business passengers, is more than twice the size of the second one. According to the model, the performance of the first market is associated with its excellent infrastructure, which explains about 50 percent of the size of premium travel flows between these two countries.

Boosting premium travel by improving T&T competitiveness

Many countries have a great potential to increase the number of business travelers by improving one or several of these drivers. Using the model developed, we assess the degree to which changes to the drivers of the premium travelers could boost the size of the premium travel markets over and above the flows determined by economic size and distance.

In Asia, India is among the countries that showed a weak position in 2009 in terms of ICT infrastructure (2.0 out of 7) and also in terms of the regulatory framework (3.7), as both scores are below the regional average of 4.5. The premium travel market from the United Arab Emirates is one of the biggest markets serving India, and serves about 70,000 travelers a year. This number could be improved by 30 percent if India could manage to raise its infrastructure and regulatory frameworks to the regional average, assuming all other factors remain unchanged. Alternatively, all else being equal, the number of premium passengers on this market could rise by 0.6 percent if India's GDP improves by 1 percent.

European economies have low scores for the price competitiveness of the T&T industry. In 2009, countries such as the United Kingdom and France show the relatively low scores of 2.8 and 2.9, respectively, compared with the regional average of 3.9. Even if this pillar explains only a small proportion of the difference in number of premium passengers (12 percent), bringing the value of this pillar up to the sample average of 4.5 would increase the number of inbound business between the United Arab Emirates and the United Kingdom by about 60 percent, assuming all other factors remain unchanged. Similarly, the number of business passengers from Italy—which is one of the largest markets for France, with more than 25,000 passengers during 2009—would increase by 50 percent if France improved its price competitiveness from a score of 2.9 to 4.5.

Another example in Europe is the travel market between the United States and Russia, which had about 3,000 premium passengers in 2009. Russia shows relatively low scores on the regulatory framework and ICT infrastructure (3.5 and 3.4, respectively) compared with the European average (4.8 and 4.3). The number of premium passengers traveling from the United States to Russia has the potential to increase by some 23 percent if Russia were to raise its policy rules and regulation and ICT infrastructure to the European average.

Conclusion

This chapter shows that the number of passengers in premium seats is not driven only by economic activities between countries, but depends also on other factors. For particular country pairs, factors captured by the T&T pillars—such as policy rules and regulations, ICT infrastructure, and price competitiveness in the T&T industry—explain to some extent (30 percent) the number of premium passengers. The model demonstrates that any effort to improve one of the drivers will boost the size of this travel market. The analysis identified some outliers, such as the traffic flow between the United Kingdom and Australia, which seem to be driven by other factors—such as historical relationship—that are not captured through the model. The premium travel market to some Middle Eastern countries, such as the United Arab Emirates, is another group of outliers because those countries provide a favorable business environment and infrastructure.

Notes

1 These figures come from the IATA Origin-Destination database, which shows the number of passengers traveling by seat class and its associated revenue.

2 US Travel Association and Destination & Travel Foundation 2008.

3 Civil Aviation Authority 2009.

4 All three of the pillars identified explain a large proportion of the variation of the data (68 percent) and are statistically significant within a 95 percent confidence interval. For sake of completeness, all other pillars included in the TTCI have been tested and are not statistically significant within a 95 percent confidence interval, and therefore are not included in this particular model.

5 *A01* refers to pillar 1 of subindex A, *B09* refers to pillar 9 of subindex B, and *B10* refers to pillar 10 of subindex B.

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Appendix A: Specification of the model

We have used a gravity model to capture the business and structural effect of the change in the number of passengers traveling on premium seats. The time range of the model covers the period 2007 through 2009. The total number of cross-sections (country pairs) included is 12,953. The total number of observations is 36,707. Data on number of passenger traveling on premium seats are from the IATA PaxIS database.

The dependant variable of the model is the number of passengers traveling on business seats. Explanatory variables include the following T&T pillars A01: Policy rules and regulations; B09: ICT infrastructure; and B10: Price competitiveness in the T&T industry.[1] The other variables are GDP (in real terms) of origin and destination economies and the distance between each country of the country pairs.

The formal description of a panel data model is

$$Y_{ijt} = \alpha + (X'_{ijt},\beta)\ \delta_{ijt} + \epsilon_{ijt},$$

where *Y* is the dependant variable—the number of business passengers traveling between country *i* and country *j,* through the time period *t.*

X is a matrix of regressors, including GDP of country *i,* GDP of country *j,* distance between countries *i* and *j,* the value of the 1st pillar (A01), the value of the 9th pillar (B09), and the value of the 10th pillar (B10).

α is the overall constant of the model,
δ is the fixed cross-section specific effects between country *i* and country *j,*
ϵ_{ijt} is the error term between country *i* and country *j,* and
t is the time period covering 2007, 2008, and 2009.

We estimate the model in (natural) logarithm terms using a panel data technique, including fixed effects representing drivers specific to the individual country:

$$\begin{aligned} \log\,(Passengers)_{ijt} = {} & C_1 + C_2 * \log\,(\mathrm{GDP}_i * \mathrm{GDP}_j)_t \\ & + C_3 * \log\,(Dist)_{ijt} + C_4 * \log\,(\mathrm{A01}) \\ & + C_5 * \log\,(\mathrm{B09}) + C_6 * \log\,(\mathrm{B10}) \\ & + \epsilon_{ijt} + (CX = F) \end{aligned}$$

The estimation of the model is broadly in line with our expectations. All drivers identified above are statistically significant, and the model explains a large proportion of the variation of the data with an R^2 value of 68 percent.

The product of GDP at both origin and destination is highly significant; a greater distance between countries has a negative effect on the number of business passengers. All the pillars selected—that is, the policy rules and regulation pillar (A01), the ICT infrastructure pillar (B09), and the price competitiveness in the T&T industry pillar (B10)—have a positive impact on the number of passengers traveling for business.

Table 1: Estimation of the coefficients

		Coefficients	*t* statistics
C_1	Constant	3.79	17.41
C_2	Real GDP_i x Real GDP_i	0.60	123.54
C_3	Dist: Distance	–0.92	–61.49
C_4	A01: Policy rules and regulations	0.45	4.30
C_5	B09: ICT infrastructure	0.22	4.26
C_6	B10: Price competitiveness in the T&T industry	1.38	14.19

Notes: Coefficients are in log form assuming cross-section fixed effect (rounded to two decimal places).
All the coefficients are statistically significant, with the correct sign and estimated with standard errors that are robust to serial correlation.

Note

[1] *A01* refers to pillar 1 of subindex A, *B09* refers to pillar 9 of subindex B, and *B10* refers to pillar 10 of subindex B.

CHAPTER 1.5

Hospitality: Emerging from the Crisis

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The year 2011 sees the hospitality sector across the world emerging from a period of significant challenge and considerable change. This has impacted different regions of the world in a variety of ways. Some are already seeing a strong recovery, as demonstrated by Asia, while others continue to lag some way behind, as is the case in Europe.

The year 2007 was a record year for the sector, with world tourist arrivals reaching 900 million and healthy double-digit revenue per available room (revPAR) growth across the globe. The global economic crisis, the absence of credit, and the fragile recovery in Europe now evident has resulted in some markets continuing to struggle while others resurge. In contrast to 2007, in 2010, Asia Pacific leads the pack in revPAR growth at 21.3 percent, exceeding Europe's absolute revPAR for the first time. When we compared 2010 performance to that of 2007, only one region—Central and South America—is ahead of its 2007 peak, by $12. While Asia Pacific is on par with its 2007 performance, Europe is $18 short of its own top performance in 2007.

This chapter takes a look back to hospitality performance across the globe before and during the crisis, and then reviews where the industry is today as it emerges from the crisis (Figure 1).

2007: Tourism before the world economic crisis

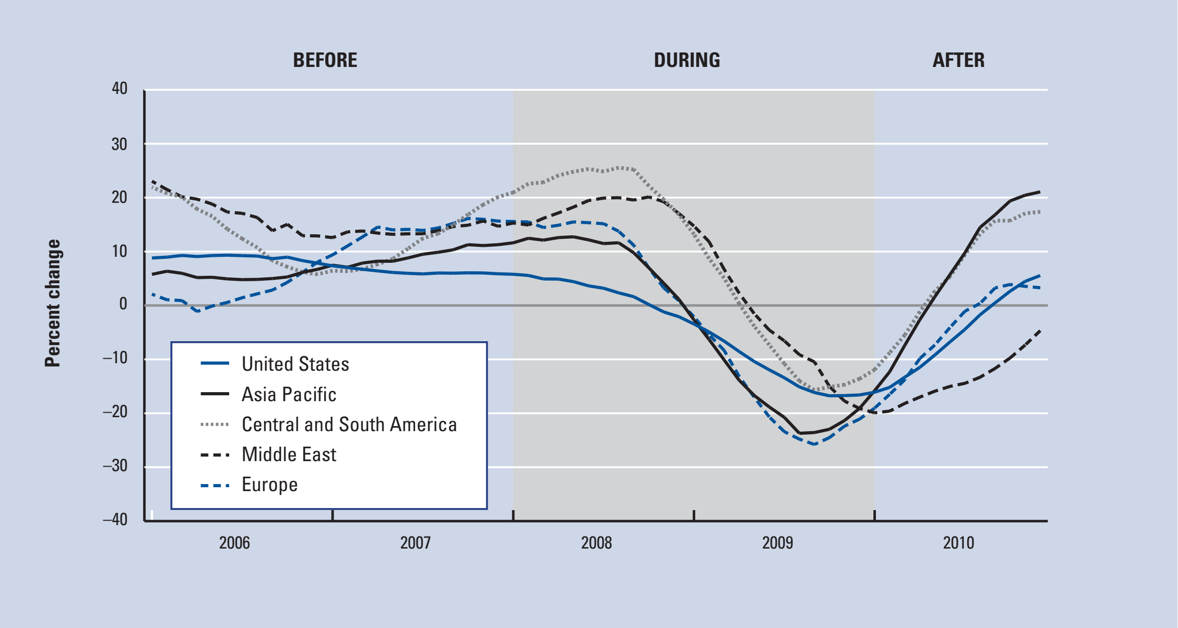
World tourist arrivals passed another milestone in 2007 to reach 900 million, overtaking tourism forecasts for the fourth successive year. This 6 percent year-on-year increase was even more remarkable given that the worldwide figure had hit the 800 million mark just two years previously.

There were around 52 million more international travelers than the previous year, confirming how eager people were to take advantage of cheaper airfares and easier access to emerging markets. Strong economies across most regions, but particularly in China and India, where more people had more disposable income than ever before, were an important factor in this increase.

Aviation was also experiencing a major shake-up. The inaugural flight of the A380 double-decker airbus from Singapore to Sydney in October 2007 was an important milestone, with Airbus predicting massive growth in the number of passengers worldwide. The introduction of this supersize aircraft was expected to generate increased demand at a time when the United States and the European Union (EU) had finally agreed to liberalize the transatlantic air travel market. From March 2008, European and American airlines would be able to fly to any destination in Europe and the United States, ending years of restrictions and leading to more flights and lower fares.

Note: All hotel performance data have been sourced from STR Global Limited and Smith Travel Research, Inc. All tourist arrival statistics have been sourced from the World Tourism Organization (UNWTO).

Figure 1: Global revPAR performance, before, during, and emerging from the crisis



Source: STR Global and Smith Travel Research Inc.

With so many more people traveling, it is no wonder that 2007 was a year of double celebrations for hoteliers and a double first for the hospitality industry (Box 1). Asia Pacific, Central and South America, Europe, and the Middle East not only celebrated double-digit growth in revPAR but also in average room rates.

Best performers were hotels in Central and South America with a revPAR growth of 19.4 percent, followed closely by the Middle East at 16.9 percent. Europe came in third place with 15.8 percent, but was still the revPAR king in terms of absolute revPAR, which stood at $114. At the back of the pack was Asia Pacific, with 12.5 percent.

The impact of the world economic crisis

2008: Entering the crisis

Although an extremely positive year worldwide for travel, 2007 was the last year to see such growth before the global economic crisis reached the industry. Across the globe, 2008 presented a challenge; it was only a matter of time before the tourism industry fell victim to the economic slowdown. The industry did make headlines for many positive reasons during 2008, including the Open Skies agreement in March, the 2008 Beijing Olympic and Paralympic Games, and the long-awaited opening of the $1.5 billion Atlantis Hotel in Dubai. Just beneath the surface, however, hotel performance was starting to struggle. With plunging global economies and unprecedented bailouts by governments around the world, it was only a question of time before tourism experienced the same troubles.

During the first half of 2008, when the full extent of the financial crisis was still some way off, the number of international tourists was still growing, and was up 5 percent above 2007 figures. Most world regions were reporting double-digit growth in hotel performance until mid way through the year. Then the deepening recession took its toll, with many world regions seeing performance take a nose dive in the final quarter of the year.

As business travelers and tourists started to think twice about trips away, there was a significant slowdown in revPAR. North America ended the year with a 1.6 percent decline, while Asia Pacific and Europe saw growth of less than 2 percent. Central and South America and the Middle East, however, went on to turn in double-digit revPAR growth, up 14.5 percent and 18.3 percent, respectively, confirming that, even though the market was difficult, it was not uniformly so around the world.

Adding up the total number of travelers, the UNWTO said that figures started to fall in the second half of the year, with year-on-year performance running at –1 percent, bringing down the net growth for 2008 to 2 percent. This was an obvious slowdown from the 7 percent growth recorded in 2007, but it still meant that an additional 16 million people had traveled around the world, taking the number of tourist arrivals to a record high of 924 million.

If we look at performance country by country, it is easy to see the correlation between sports and politics on hotel performance. The Beijing 2008 Olympic and

Box 1: 2007 regional review

Asia Pacific

More than 185 million international tourists visited the Asia Pacific region in 2007—an increase of 10 percent over the previous year. Several factors were behind this growth, including the phenomenal expansion of low-cost airlines. These companies were transporting a new wave of travelers from China and India and opening up new source markets, such as Russia. Fierce competition among the low-cost carriers was also bringing down the cost of travel, making it an affordable option for many more people and subsequently pushing up the demand for hotel rooms.

The two countries that made the biggest impact on the region's tourism during 2007—and on its economy as a whole—were China and India. While the dragon limbered up for the 2008 Olympics, China was enjoying excellent GDP growth and attracting a massive amount of foreign investment. Its newly rich population was keen to explore life beyond their national borders, and eager to spend their money on vacation. India, too, was booming, and attracting many more tourists—tourist arrivals to India were up 13 percent in 2007—while its emerging middle classes were anxious to spread their wings. By 2007 the impact of these two economic powerhouses was being strongly felt in their own backyards—the greater Asia Pacific region—and worldwide.

Central and South America

Tourist arrivals to Central and South America were up 11.1 percent and 8.1 percent, respectively, during 2007. An important factor was the weak US dollar, which kept US travelers—keen to get good value for money—closer to home.

Another driver was the decision made by 12 countries across South America to allow their citizens to travel among them without a passport. Those signed up to the pact are Argentina, Bolivia, Brazil, Chile, Colombia, Ecuador, Guyana, Paraguay, Peru, Suriname, Uruguay, and Venezuela; tourism figures suggest this strategy is working.

The region also received a massive global accolade in 2007, when more than 100 million voters worldwide placed three of the region's most famous attractions—Mexico's Chichen Itza pyramid, Brazil's statue of Christ the Redeemer, and Peru's Machu Picchu—on the list of the New Seven Wonders of the World. The others—the Taj Mahal palace in India, the Great Wall of China, Petra in Jordan, and the Coliseum in Rome—are geographically spread, but the concentration of "wonders" in Central and South America will enhance the region as a preferred destination.

Hoteliers in this region had already achieved the world's best growth in revPAR in 2007, which was up 19.4 percent to $74, with average room rates increasing by 17.2 percent.

Europe

In 2007, Europe remained the favorite destination of more than half of the world's travelers. Even though the sports and culture calendar for 2007 was not as busy as it had been the previous year, the region remained on top of the world when it came to revPAR performance—up 15.8 percent to $114. Generally, a strong economy drove both corporate and leisure business, and several key cities, including Paris and London, had high-profile events such as the Tour de France Grand Départ in London, the biennial Paris Air Show, and the Rugby World Cup.

Europe's share of the global tourism market topped 480 million in 2007—up 19 million over the previous year—and seven of the world's top 10 tourism destinations were in Europe. France took pole position, with Spain, Italy, the United Kingdom, Germany, Austria, and Russia completing the list.

One of the main drivers behind increased tourism in Europe was the growth of low-cost air travel. In September 2007, the low-cost players provided almost 22 million seats on 133,000 flights with companies extending their networks rapidly.

The Middle East

The Middle East increased revPAR by 16.9 percent to $108 in 2007, exceeding growth in both Europe and Asia for the fourth consecutive year. That year also marked the fourth of double-digit growth in the region. As in previous years, average room rates were the main driver, up 11.3 percent to $150, while occupancy increased 5 percent to 71.6 percent.

Hotels in the Middle East during 2007 had the kind of business growth rates that hoteliers in other parts of the world could only dream about. While Dubai, the hothouse of the region, took the largest share of the limelight in recent years, its neighbors started getting in on the act.

However, the Middle East remained a politically volatile region, and some countries can only watch this dynamic growth with envy. Iraq and Lebanon, for example, faced uncertain futures. But despite concerns over safety and security, the Middle East attracted 46 million international tourists in 2007—up 5 million over the previous year—with Saudi Arabia and Egypt increasing visitor numbers rapidly.

The United States

The United States saw revPAR rise a modest 6.1 percent in 2007, to $67. Growth was driven primarily by average room rates, which ended the year at $104, while occupancy dipped slightly to 64.2 percent. The weakness of the dollar made the United States an attractive destination for international travelers during the year, and it made staying at home an attractive option for Americans otherwise interested in traveling abroad. Despite an increase in activity from overseas, the US economy started to slow in 2007. Housing prices were down roughly 20 percent compared with their 2006 peak, commodity prices were high, and consumers started to feel the pressure on spending.

Paralympic Games, for instance, allowed the city's hotels to push up room rates by more than 450 percent on the opening night of the Games. Formula 1 racing in Singapore and the European Football Championships in Switzerland and Austria had a similar—though not as spectacular—impact on hotel room prices.

Outbreaks of political unrest in Thailand, the war in Gaza, and the bombings in India all had the expected impact on tourism in the affected countries. And fluctuating oil prices took their toll on some airlines.

When record highs of $147 a barrel hit in July, many airlines went into liquidation—including long-haul low-cost carriers Oasis Hong Kong and Zoom Airlines Inc., as well as European budget carrier XL Leisure Group. Other operators cut schedules and altered their timetables to cope with falling demand. Many of the enablers of the growth seen in 2007 were starting not just to weaken but to be removed.

At the end of 2008, the outlook for 2009 was naturally cautious, with the UNWTO predicting either a stagnation or a slight decline in international tourist arrivals, forecasting a drop of between 1 and 2 percent. Meanwhile, most economists were expecting the recession to hold down employment as well as housing and equity markets for some time to come. Unlike specific, individual events that have knocked the tourism industry, 9/11 and SARS for instance, the economic gloom was considered likely to keep consumer confidence—and therefore spending on travel—down for a much longer time.

2009: Global tourism plummets

Entering 2009, many hoteliers foresaw the time as one that would determine survival of the fittest. Most economists expected the global slowdown to last into 2010, with the inevitable loss of jobs during the year ahead. The strategy for the tourism industry in 2009 was to focus on survival, and for hotels in particular this meant providing value for money. Concentrating on what they do best, what differentiates them from others, and providing the essentials of good hospitality would help them to maintain their brand strengths as hoteliers competed to fill their rooms.

Tempting as it is to slash room rates to bring in business, this is not a long-term solution, as it takes average room rates much longer to recover than it takes occupancy levels. Reductions in airfares because of low oil prices—$35 a barrel in February 2009 compared with $147 in July 2008—helped to keep hotel rooms partially booked.

Hotel performance around the world remained weak at the half-way point in 2009. Europe was the most affected region, as revPAR there fell 31.3 percent, followed by Asia Pacific and the Americas. The Middle East continued to be the least affected region, witnessing a revPAR decline of 17.5 percent.

As the swine flu pandemic escalated and more cases and deaths were reported around the world, the tourism industry looked at ways to stop the spread of the virus. News stories reported that some airlines and cruise companies took extra precautions and refused to carry passengers who were showing symptoms. What the overall impact this pandemic would have on hoteliers at this time was still uncertain, but at a time when consumers and businesses were already cutting back on travel, this was a further contrary factor in the generation of room night demand.

In the second quarter of 2009, however, the first economies started to emerge from the recession and hoteliers hoped for increased consumer and business confidence to drive the recovery. Germany, France, Singapore, and Thailand were among the first to emerge from the recession, although it would still be some time before hoteliers saw a positive impact on performance. In July, the hotel industry suffered from terrorism once more when the JW Marriott and Ritz Carlton hotels in Jakarta were targeted by a suicide bomber. The A (H1N1) influenza also continued to spread around the globe, but it did not seem to cripple tourism demand in the affected areas in the same way SARS had in mid 2003.

Hotels in Central and South America saw revPAR fall 14.0 percent to reach $67 in 2009, the least severe declines of all global regions. North America took second place, behind Central and South America, reporting declines of 17.0 percent to arrive at $54. This decline was a result of occupancy falling 8.7 percent to 52.2 percent and $10 being stripped off average room rates to settle at $98. These results put North America at the bottom of the global league table in all three performance indicators. RevPAR in the Middle East fell 18.3 percent, to land at $124. Despite this, the region continued to post the highest occupancy, average room rates, and revPAR in the world. RevPAR in Asia Pacific fell 19.4 percent to $73 during 2009. Despite the full year double-digit declines in the region, hotel performance picked up during the latter part of 2009, with occupancy increasing 9.8 percent in December alone to attain 62.1 percent. This was good news for the region and confirmed that Asia Pacific was on the road to recovery, supported by improving economic conditions. Europe remained the worst performer in 2009, with revPAR dropping 21.2 percent to $81.

Emerging from the world economic crisis: Asia leads the way

The year 2010 marked more than just a new decade: it marked the beginning of the recovery process in many of the world's economies and an upturn in hotel performance (Box 2). The last two years have proved that not all regions are created equally, and shown a dramatic difference between the top- and bottom-performing regions in terms of hotel performance.

How have the regions fared compared with their performances in 2007? Are any of them close to their 2007 peak? In terms of revPAR growth, Asia Pacific

Box 2: 2010 regional review

Asia Pacific

Asia Pacific was the frontrunner in terms of recovery in 2010, getting off to a strong start in January with revPAR growth in excess of 20 percent. China performed particularly well in 2010, with revPAR up 30.9 percent, and its prospects for the future look good. The World Tourism Organization predicted that China would overtake France to become the world's largest tourist destination by 2015. The World Expo 2010 in Shanghai also helped the recovery process in Asia, boosting performance in the city.

The region's hospitality sector is recovering well from the economic crisis and, as at 2010 year-end, has come out on top. The fundamentals of strong economic growth, an increasing middle class, and increasingly available air travel will continue to support the strong performance of the hospitality industry in Asia.

Central and South America

Central and South America took the second spot in terms of revPAR growth during 2010, rising 17.4 percent to attain $78. Many countries in the region are experiencing strong economic growth, which is boosting the area's domestic travel. However, on the flip side, the region's strong exchange rates are discouraging international inbound travel. Brazil is a prime example of this trend, which has seen revPAR rise 32.8 percent, driven principally by regional travel. The region suffered a number of setbacks in 2010, including the devastating earthquake in Chile in February, the floods in the Cusco region of Peru that trapped tourists at the famous Inca ruin Machu Picchu in April, and landslides in Mexico in September. Past experience has taught us that natural disasters do not generally impact tourism over the long term, however, and the effects of these disasters are not expected to override the recovering growth rate overall.

Europe

The Icelandic volcanic ash cloud caused widespread chaos over much of Europe during April 2010, closing European air space and grounding all flights in and out of the region. A number of European countries, including Greece and Ireland, sought emergency bailout packages during the course of the year, putting extra pressure on the region's economy and consumer confidence. This pressure has been softened in part by the weak euro making Europe more affordable for American tourists.

The year 2010 saw modest revPAR growth of 3.3 percent in Europe. The market is underperforming all of the regions in absolute revPAR terms, aside from Central and South America, which—with revPAR growth of 17.4 percent—is likely to overtake Europe shortly. RevPAR in Europe is currently sitting at levels not seen since 2006 and is $19 off the region's peak in 2008.

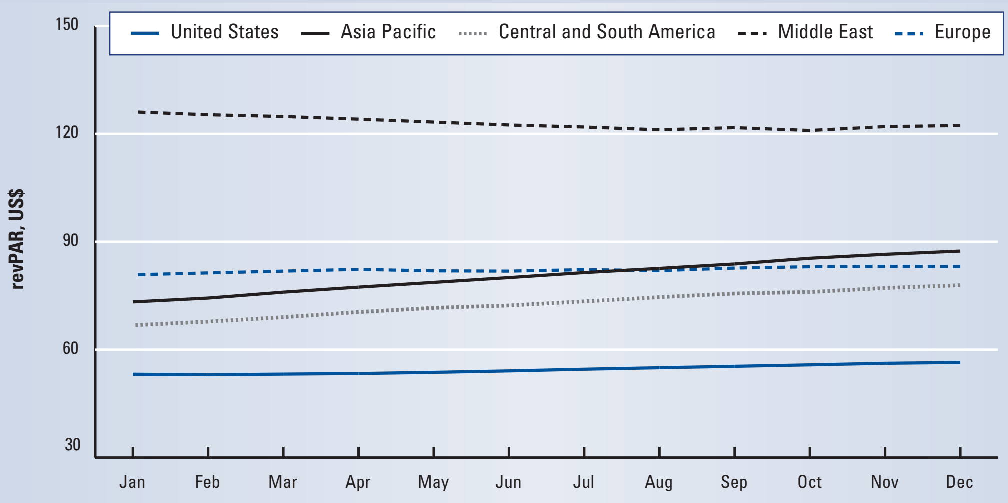
Europe's hospitality sector is likely to continue to experience challenging markets in to 2011. With rising travel costs, reductions in low-cost airline supply, and slow underlying economic growth, the region will continue to lose ground to Asia. While difficult to prove, the economic crisis may well have accelerated the shift of hospitality growth from Europe to Asia.

The Middle East

Hotel performance in the Middle East at the end of 2010 was down 4.4 percent to $123, the only region to remain in negative growth. Over the past few years, hotels in the Middle East experienced fast and strong growth due to a supply shortage combined with increased interest in tourism in its burgeoning destinations. Now that supply has filled the gap, it is only natural that hotel performance is experiencing an adjustment. Although the timing of the global economic crises exacerbated

Cont'd.

Global absolute revPAR performance, 2010



Source: IMF, 2008.

Box 2: 2010: regional review *(cont'd)*

the decline, hotels across the Middle East still achieve the strongest average room rates ($201) and revPAR globally at $123, as can be seen in the figure. This revPAR is $35 higher than in Asia Pacific, the next best performing region.

The Middle East's geographical position as the crossroads between West and East, coupled with its well-developed infrastructure, particularly for aviation, will see it fare well in the future with continuing visitor growth forecast. According to year-to-November 2010 results from STR Global, the Middle East saw a 9.2 percent increase in hotel supply (higher than any other world region), an increase that will continue to put pressure on hotel performance in the region as the supply pipeline remains substantial.

The United States

The United States reported a modest 5.6 percent growth in revPAR during 2010, to reach $56. March 2010 was the first month of positive revPAR growth in the country, after 19 consecutive months of decline, and has been strengthening each month: November posted the strongest monthly growth in 2010 of 11.8 percent. The US economy made a slow but steady recovery during the year. Unemployment in the United States hit a seven-month high in November 2010 and started to raise concerns about the strength of recovery. In the same month, the Federal Reserve announced that it would be pumping $600 billion into the economy to help stimulate growth—the second major stimulus package the Fed has introduced to try kick-start recovery. However, the high unemployment rates and the weak housing market in particular are hampering growth. The oil spill off the Gulf of Mexico also threatened the tourism industry along the Gulf Coast. When a BP Deepwater Horizon oil rig caught fire and eventually sank, spewing thousands of barrels of oil a day into the Gulf of Mexico, tourism destinations along the coast suffered in its wake. Many coastal resorts and beaches along the Gulf Coast suffered serious losses as a result.

Table 1: Global hotel performance, 2010 vs. 2007

	2007 revPAR	2010 revPAR	Percent change
United States	66	56	–15.2
Asia Pacific	88	88	0.0
Middle East	136	123	–9.6
Central and South America	66	78	18.2
Europe	101	83	–17.8

Source: STR Global and Smith Travel Research Inc.

came out the clear winner, with revPAR up 21.8 percent over 2009, as highlighted in Figure 2. In comparison with its 2007 performance, revPAR in the region is now the same as 2007 at $88, as can be seen in Table 1. The next best performing region in terms of revPAR growth was Central and South America, up 17.7 percent in the year. It can proudly boast that it is the only region that has surpassed its 2007 performance, with revPAR now at $78—some $12 higher (18 percent more) than 2007. All other regions fell into single-digit growth during 2010, apart from the Middle East, which is still experiencing revPAR declines of 5.8 percent for the year.

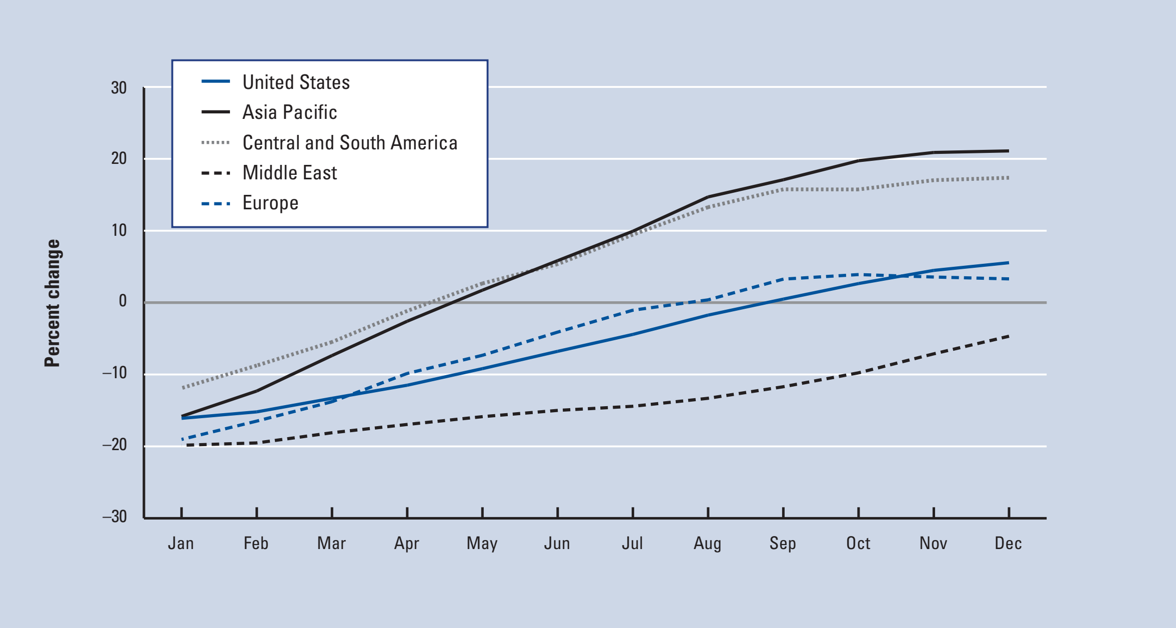
The crisis has been very different for each region. Europe has been hit the hardest and has the most to lose in the structural shift that may have been accelerated with the move to the East. With 51 percent of global travel to Europe in 2007, the stakes were high. With low growth envisaged for some time in Europe and the dramatic decline it experienced in the last three years, it may now be that Asia Pacific is signaling it is time for Europe to move over as it takes the lead—the first signs are there. As shown in Table 2, Asia Pacific has seen the lowest percentage decrease in travel during the period and has surpassed 2007 levels.

A recent Deloitte report, "Hospitality 2015," focused on seven areas, illustrated in Figure 3, that will be critical to the development of the hospitality sector through to 2015. The report highlighted the argument that, as consumer demand recovers, it will be reshaped by two key demographic trends. In established markets such as those of the United Kingdom and the United States, the rise of the affluent, time-rich, and travel-hungry baby boomer generation—aged 45 to 64—will evolve and grow. By 2015 in the United States alone, boomers are expected to control 60 percent of the nation's wealth and account for 40 percent of spending. With more time for leisure as they approach retirement, spending can be expected to be more focused around travel.

In emerging markets such as India and China, however, there will be a significant rise of the middle classes, generating an increase in demand for both business and leisure travel. GDP per capita in China is forecast to more than double between 2010 and 2015, providing the population with greater disposable income to spend on hospitality; India is forecast to have 50 million outbound tourists by the end of the decade. Each is a potentially huge feeder market. While much of the development until recently has focused on the upscale and luxury market, the greatest potential in these markets lies in the growth of branded mid-market and budget product aimed primarily at the domestic traveler.

Indeed, the Indian government has identified a shortage of 150,000 hotel rooms, with most of the undersupply in the budget sector. Understanding the desires and motivations of the Chinese and Indian traveler will be fundamental to success in these markets.

Figure 2: Global revPAR performance, percent change (2010)



Source: STR Global and Smith Travel Research Inc.

Table 2: World tourist arrivals, millions

							PERCENT CHANGE		
	2005	2006	2007	2008	2009	2010	2008–07	2009–08	2010–09
World	802	846	901	919	880	935	2.0	–4.2	6.7
North America	89.9	90.6	95.3	97.7	92.1	99.2	2.6	–5.7	7.8
Asia Pacific	153.6	166.0	182.0	184.0	181.6	203.8	1.1	–1.3	12.6
Middle East	37.8	40.9	46.9	56.0	53.2	60.0	19.3	–4.9	13.9
Europe	441.0	463.9	485.4	487.6	460.0	471.5	0.5	–5.7	3.2

Source: UNWTO.

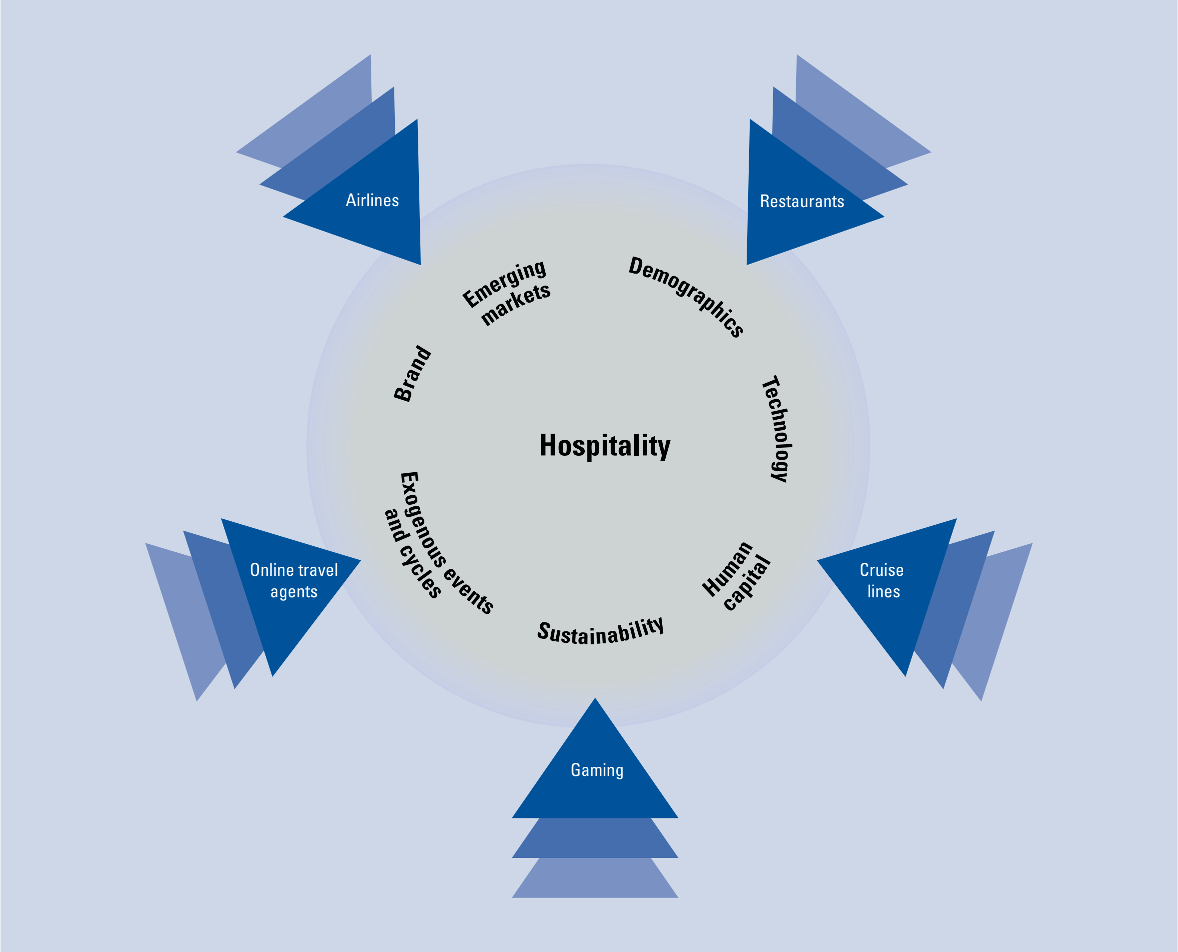
While the growth in these emerging markets is significant, it should not distract from the absolute size of the mature markets. It is forecast that the share of global tourism GDP will shift by less than 5 percent from mature hospitality markets to emerging markets by 2015.

The travel and hospitality industries are expanding rapidly in a number of emerging economies across the globe. Countries with a forecasted average annual industry growth rate from 2009 to 2015 of 5 percent or more include the BRIC nations—Brazil, Russia, India, and China—and certain countries in South East Asia, the Gulf States, North Africa, and the West African coastline.

This growth compares with forecasted growth rates of around 2 to 3 percent in more mature markets (the United States, the United Kingdom, France, and Japan). However, with the key exceptions of China and India, these emerging markets are unlikely to become truly significant on a global scale, despite the fact that their hospitality industries show rapid relative growth. By 2015, China and India will each have absolute year-on-year industry growth comparable to or greater than the United Kingdom, France, and Japan. By 2019, Chinese absolute industry growth is forecast to exceed that of the United States.

Emerging markets present hospitality groups with significant opportunities, but they also offer unique challenges. This is particularly the case in India, where hospitality is lagging behind the Chinese market, which opened up earlier and presents fewer hurdles for new entrants. Despite this, many brands that have already begun their expansion into China are now assessing

Figure 3: Seven key areas needed for development of the hospitality industry to 2015



Source: Deloitte, 2010.

“where next” and are reinforcing their long-term commitment to the Indian market.

The economic crisis has undoubtedly impacted regions in differing ways for the hospitality sector, yet its most significant impact may have been to accelerate the shift East. While the mature markets of Europe and the United States remain large in absolute terms, their continued growth is likely to be significantly outstripped by Asia Pacific, which is already proving its strength in the speed of its recovery in 2010.

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CHAPTER 1.6

Investment: A Key Indicator of Competitiveness in Travel & Tourism

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The World Travel & Tourism Council (WTTC) and Oxford Economics have long recognized the importance of Travel & Tourism (T&T) investment, an appreciation that has been reflected in annual research spanning more than a decade. In 2011, we are enhancing this research—and making it more user friendly—by aligning our analysis of the direct industry contribution of Travel & Tourism even more closely with that of the UN Statistics Division–approved *Recommended Methodological Framework for Tourism Satellite Accounting (TSA: RMF 2008).*

At the same time, however, we will continue to draw attention to the fact that the approach of the recommended TSA framework understates the full economic impact of Travel & Tourism, since it ignores the indirect and induced effects of the sector. A prime example of these consequences is T&T investment, which is not a component of the direct economic impact of the industry but is an important aspect of the broader indirect impacts, as well as a critical element for determining future capacity and competitiveness.

The importance of investment in Travel & Tourism

This chapter addresses the importance of T&T investment for the industry's performance and outlook, and considers the implications of recent investment trends for its future prospects.

Investment in T&T products and infrastructure is not only essential for destinations to maintain and expand capacity, but it also allows for and encourages improvements in quality, competitiveness, and productivity. Historical data and our joint research over the past decade confirm that both new capital projects and major refurbishments—both of which are classified as investment—are integral to current and future destination performance.

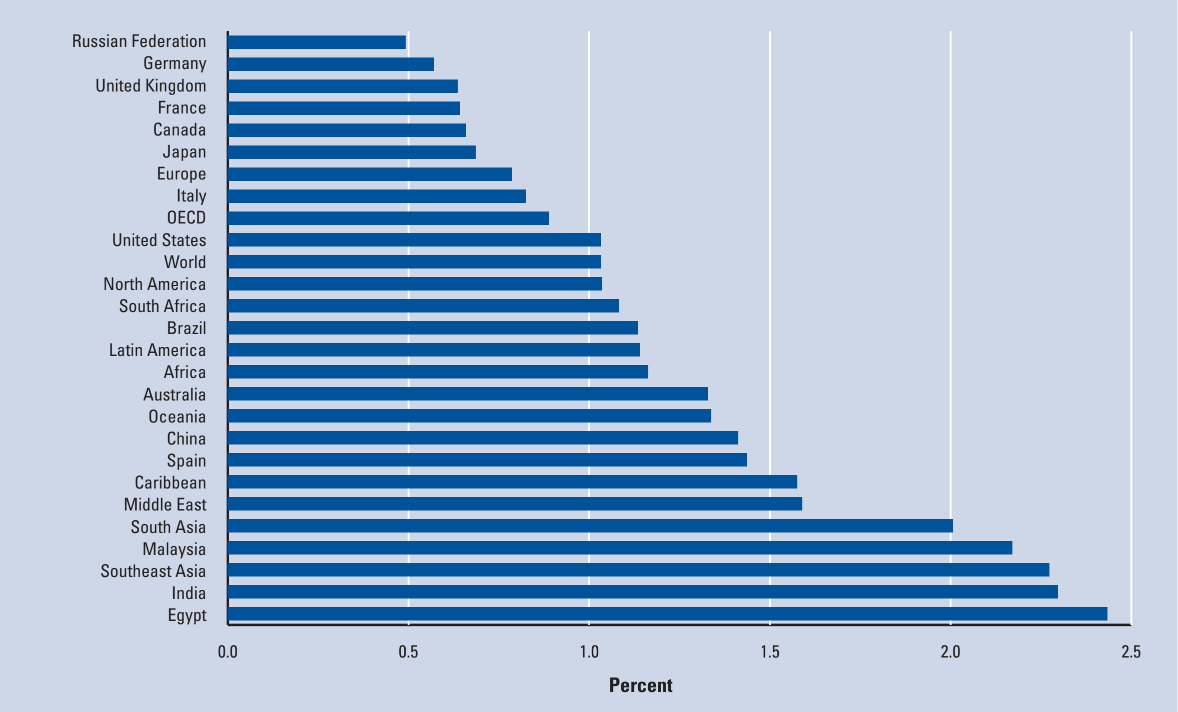
Proposed capital projects may remain constrained by limited access to finance, however, even in locations where demand is growing strongly. In contrast, there is also evidence of overinvestment in some destinations despite the clear upturn in industry performance, now that the global economy has emerged from recession.

Nevertheless, even in destinations where existing T&T infrastructure is sufficient for the current volume of demand, and even where there is excess capacity, the industry's capacity is not necessarily directly aligned to evolving consumer preferences. Visitors from emerging source markets often distinctly prefer more mature destinations, and all markets tend to be unpredictable: their tastes evolve over time in line with their individual definitions of both basic home comforts and luxury goods. This means that T&T investment remains important at every stage of the global business cycle.

Why investment in the T&T industry matters

From a national accounts perspective, investment includes expenditure on goods that are expected to be used for

Figure 1: T&T investment spending as a percentage of GDP, selected countries and regions (2006–10 average)



Source: Oxford Economics research for WTTC.

an extended period of time, as well as expenditures that change the value of previous investments still in use, such as major refurbishments and upgrades. At an economy-wide level, investment is typically split into three component parts: machinery and equipment used for commercial or industrial purposes; residential investment, which includes owner-occupied and rental housing (highly relevant for segments of the T&T industry such as the holiday home market, guesthouses, etc.); and nonresidential investment, including buildings for commercial or industrial purposes (such as hotels).

T&T investment fits within the above definition and includes capital investment spending by tourism-characteristic industries as well as spending on specific tourism assets by other industries. Some of the most important T&T investments are:

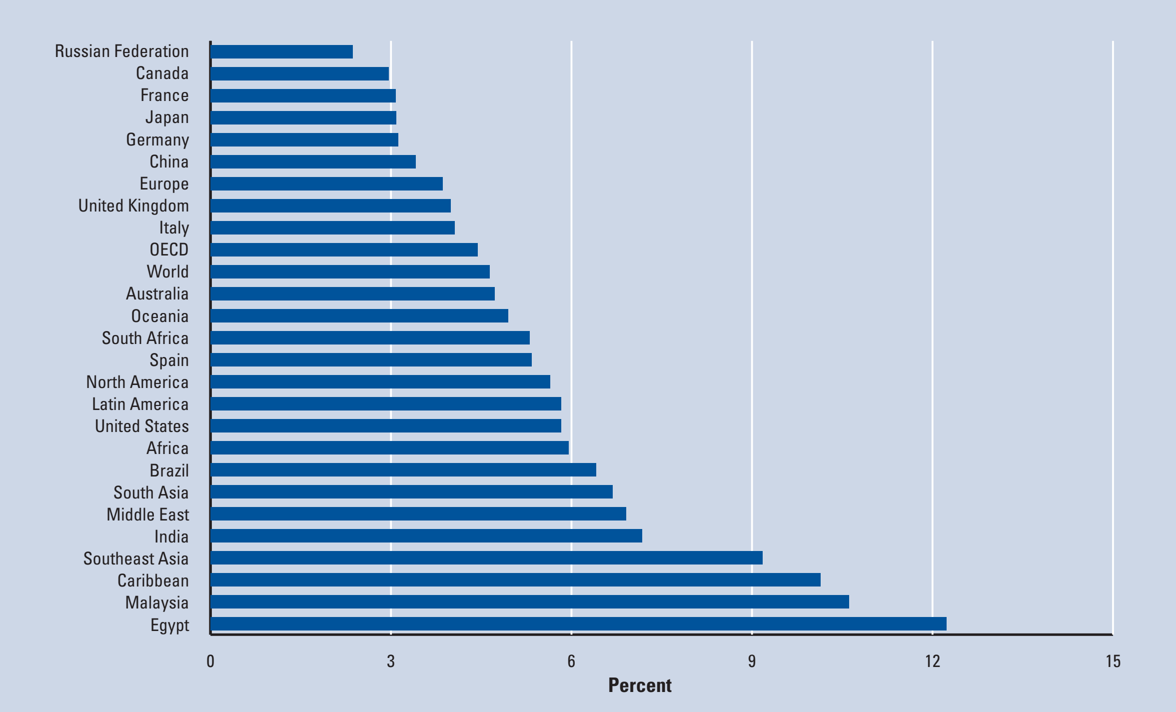
- accommodation development and major maintenance, including new building structures, and furniture and equipment to "fit out" hotels and so on, as well as holiday homes;
- passenger transportation, such as aircraft and cruise ships, for specific tourism use;
- capital projects and refurbishments designed to attract visitors; and
- "green" investments within the industry, such as solar and retrofit schemes to enhance energy efficiency.

Other forms of related investment, such as spending on transport infrastructure (e.g., road and rail construction and improvement), should not be exclusively assigned to T&T investment spending. Passenger transport infrastructure is included in this category only if it has been put in place specifically, or primarily, for use by visitors; examples include access routes or water supplies to serve new resorts or attractions, according to the recommended TSA framework.

All these forms of investment are important for the future of Travel & Tourism for the following reasons (note also that some of these apply to different industries across the economy, although some are primarily relevant for Travel & Tourism):

- Investment increases the sector's capacity to support a greater volume of travelers and visitors. An obvious example is increasing the number of hotel beds or conference facilities to accommodate more visitors. Insufficient supply capacity acts as a bottleneck to growth, which could mean diverting business to other destinations and/or lead to upward pressure on prices, which affects competitiveness.
- The motivation for investment, however, is not always about volumes of demand and capacity. Investment can also be for maintaining current capacity and standards through major refurbishments, enhancing the quality of the industry's product (e.g., upgrading a hotel's star rating), improving

Figure 2: T&T investment spending as a percentage of total economy investment spending, selected countries and regions (2006–10 average)



Source: Oxford Economics research for WTTC.

productivity and efficiency (e.g., adopting new technology), or improving environmental sustainability (e.g., green investments).

- Capital projects that attract visitors are a different case. For these, the motivation is likely to be to stimulate additional demand and to gain or retain market share. Indeed, investment that enhances the quality of the industry's product offering, whether for visitor attractions or accommodations, may also generate additional domestic and international tourism.

Global T&T investment closely tracked global tourism spending from the late 1980s to the mid 2000s, although it is likely that there was some dual causality over this period. The growth in spending would not have been possible without the increased capacity brought about by investment growth. This is clear from even a quick look at the growth in airline fleet sizes or hotel room supply over this period, as there was no significant drop in occupancy rates. However, the immediate year-to-year cyclical movement of investment may lag total spending. For example, investment continued to grow in 2001 when the spending cycle had already turned. This phenomenon is partly due to the nature of many capital investment projects, such as hotel or resort construction, which can take several years to plan and implement.

In contrast, T&T investment over the period 2005–08 is estimated to have grown significantly faster than global tourism expenditure, rising by 37 percent compared with an increase of only 11 percent in global tourism spending. This period coincided with the wider boom in the global economy and global investment, supported by relatively cheap, easy-to-access finance.

However, as the global economy entered recession for the first time since World War II and the global financial system cut back dramatically on lending and raised the cost of borrowing (despite historically low central bank interest rates), investment in Travel & Tourism fell back sharply. Indeed, T&T investment corrected much more harshly than the drop in global tourism spending.

Strong growth in hotel investment was sustained during the early part of the downturn because of the length of time projects take to reach completion, although this activity has now fallen back. Many developers still sought to complete projects in order to recoup some of their investment outlay, rather than scrapping projects completely midway through construction. Furthermore, in some cases, hotel projects were completed ahead of schedule and at a lower-than-budgeted cost. This situation has been helped by the wider downturn in construction and greater global availability of construction labor.

Figures 1 and 2 present a comparison, for selected countries and regions, of the importance of T&T investment in terms of overall economy GDP (Figure 1) and overall investment in the economy (Figure 2). The comparison demonstrates that, typically, fast-growing emerging economies have a higher investment rate (as a percentage of GDP) than more mature economies. This is because they are at a different stage of economic development, but it says little about the actual importance of T&T investment to overall investment in the economy.

By way of example, between 2006 and 2010, on average, Spain, Singapore, and China are each estimated to have had higher ratios of T&T investment to GDP than the Caribbean region.

However, T&T investment makes a much greater contribution to the Caribbean economy overall—between 20 and 25 percent of total investment in the region is attributed to Travel & Tourism—compared with China, for example, where T&T investment accounts for less than 10 percent.

To understand the differences in T&T investment to GDP ratios across countries and regions, two factors are key: the relative importance of the industry to the economy in each country and the relative stage of development of each economy, with emerging economies generally needing to invest more to catch up with more mature economies.

For the different types of markets, there is a correlation between the two measures of investment intensity. Looking first at the developed markets, at one end of the spectrum are mature economies, such as Germany, where—given the size of other industries—the direct contribution of Travel & Tourism to GDP is low. It therefore comes as no surprise that T&T investment as a share of GDP in Germany is among the lowest across the list of countries and regions considered. By contrast, T&T investment, as a share of GDP, is much higher in Spain because tourism itself matters much more to the Spanish economy. But it is also important to note that investment as a share of GDP is especially high for Spain for the period in question, since it coincided with a wider investment boom that, with the benefit of hindsight, was clearly unsustainable.

Turning to emerging economies, some markets of interest have significantly higher T&T investment–to-GDP ratios than would be expected given just the current size of their T&T industries. This applies to economies such as Russia, which has a particularly small T&T industry. Similarly, T&T investment in China and Singapore as a share of total investment is three times lower than it is in Spain, yet as a share of GDP it has been marginally higher than in Spain over the last five years. The upper left portion of Figure 3 shows economies that exhibit a lower-than-average T&T contribution to GDP, but a much-higher-than-average investment intensity.

For emerging economies, T&T investment will help to expand capacity and potentially generate increased demand to allow future growth in Travel & Tourism, thus generating a larger contribution to total GDP.

Measuring investment in the T&T industry

WTTC, in conjunction with Oxford Economics, produces annual research into the economic contribution of Travel & Tourism to the global economy, including the contribution of investment. As already indicated, beginning in 2011, this will incorporate a new methodology that follows closely the conceptual structure of the recommended TSA framework of 2008! This new research will not only align concepts and methodology with the TSA framework, but will also be aligned exactly with any specific country results created by national statistical agencies—assuming these countries do have Tourism Satellite Accounts (TSAs) of their own. This approach will continue to allow direct comparison across countries and regions while at the same time providing interim results for those countries lacking the resources to undertake a full and costly TSA.

The direct contribution of Travel & Tourism to GDP reflects the "internal" spending (total spending within the particular country) on Travel & Tourism by residents and non-residents for business and leisure purposes, as well as government individual spending—individual government T&T spending that is directly linked to visitors, such as cultural (e.g., museums) or recreational (e.g., national parks) services provided by government. This is calculated to be consistent with the output of tourism-characteristic sectors such as hotels, airlines, airports, travel agents, and leisure and recreation services that deal directly with tourists.

Direct T&T GDP is calculated from total internal spending by "netting out" the purchases made by tourism sectors. In reference to the UN Statistics Commission–approved TSA methodology, the calculation is consistent with calculations in Tables 1 through 6 of the TSA framework.

However, to fully calculate the total contribution of Travel & Tourism to GDP, wider effects, including capital investment, must be considered as well. T&T capital investment is calculated as the sum of spending on:

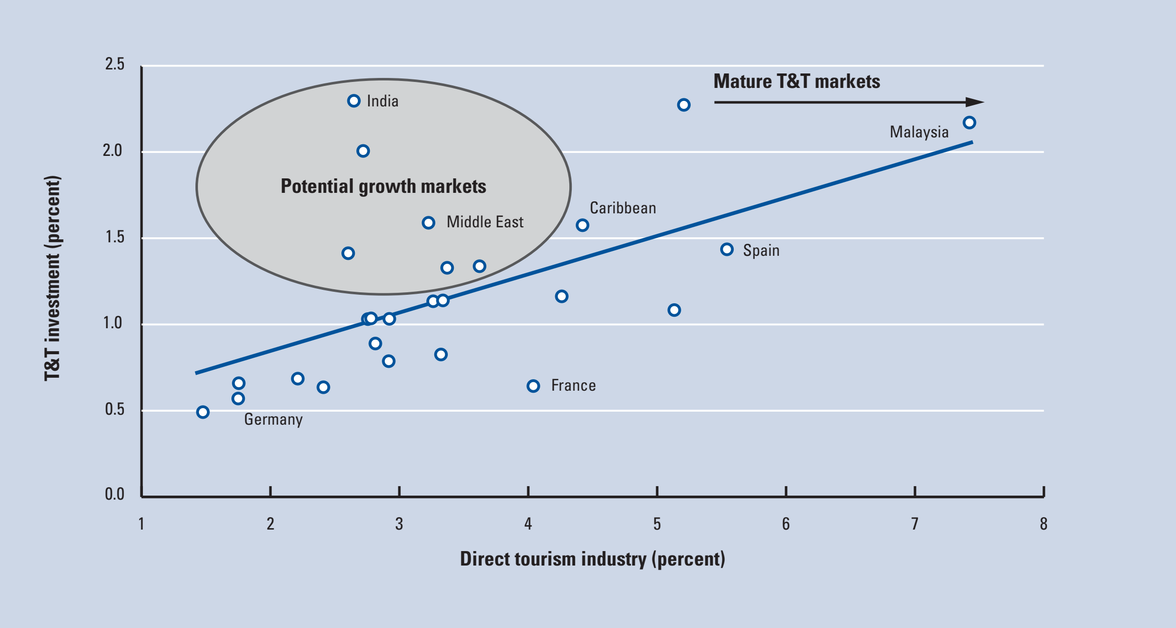
- accommodation for visitors, comprising: *hotels; vacation/holiday homes; and other non-residential building primarily dealing with tourists, including restaurants, airports, and recreation and cultural services, as well as land improvement for tourism purposes;*

- passenger transportation equipment, primarily including two key components: *aircraft and cruise ships*; and

- other machinery and equipment specific to tourism-characteristic products, as well as investments specific to tourism-characteristic industries.

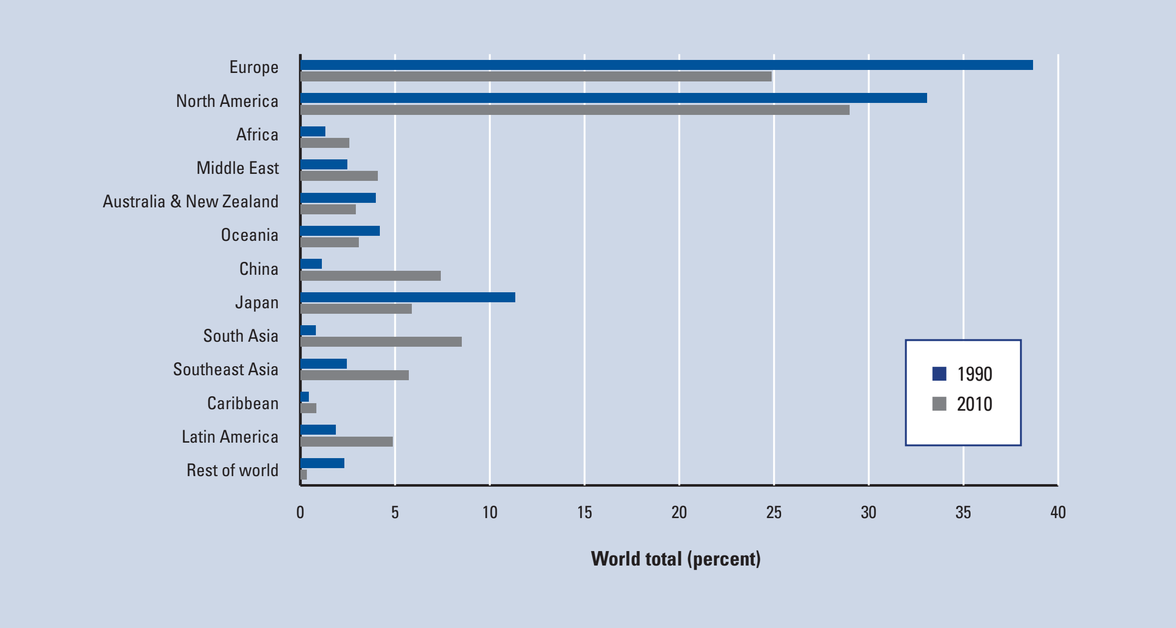
Not surprisingly, T&T investment is correlated with broader investment activity in the economy as a whole and is clearly influenced by similar factors such as the availability of credit. However, it is not a fixed share of total economy investment, as Figure 4 shows. At both the global and the country levels, the share varies over

Figure 3: Direct T&T industry and investment spending as a percentage of GDP, selected countries and regions (2006–10 average)



Source: Oxford Economics.

Figure 4: Share of world T&T investment



Source: Oxford Economic research for WTTC.

Table 1: Change in T&T investment spending, selected countries (US$ billions, 2000 prices)

Country/Region	1995–2001	2001–03	2003–08	2008–10	1995–2010
United States	54	–27	65	–34	58
India	–1	1	20	15	37
China	4	0	30	–9	24
Australia	1	5	–1	2	7
Germany	6	–7	11	–4	6
Brazil	5	–4	8	–3	6
Italy	5	2	2	–4	5
United Kingdom	11	–5	0	–2	4
Canada	3	0	3	–1	4
Egypt	0	0	2	–1	2
Russian Federation	–1	0	3	–1	1
South Africa	1	0	1	0	1
Japan	–6	4	4	–2	1
Spain	–3	3	4	–3	0
Malaysia	–1	0	0	1	0
France	1	–7	7	–3	–2
Rest of world	28	–1	44	–14	57
World total	**109**	**–35**	**205**	**–61**	**218**

Source: Oxford Economic research for WTTC.

time. In fact, Travel & Tourism's share of global investment had been gradually rising until the onset of the global recession, despite major residential and office property booms.

Trends in T&T investment and industry implications in 2011

Global T&T investment closely tracked global tourism spending from the late 1980s to the mid-2000s along a stable upward trend path. Over the period 2005–08, global T&T investment growth began to significantly outpace global tourism spending growth. More recently, between 2008 and 2010, as the global economy entered recession and easy access to finance dried up, investment in Travel & Tourism fell back sharply and corrected much more severely than the drop in global tourism spending.

Table 1 presents estimates of the change in Travel & Tourism investment by major countries over key selected periods. The period 1995–2001 represents the period of steady growth in global T&T investment and spending. Data for 2001–03 reflect challenges for global Travel & Tourism, as both 9/11 and SARS adversely affected activity, while several key economies (including that of the United States) entered recession. In 2003–08, T&T investment growth began to significantly outpace global tourism spending growth. And, finally, 2008–10 spans the global recession.

Over the entire period 1995–2010, global T&T investment increased by approximately US$218 billion (measured in 2000 prices); over half of this increase is attributable to China and the United States alone. As expected, given China's long unbroken period of economic growth, T&T investment continued to expand in 2001–03 while investment in the rest of the world declined.

The growing importance of Chinese T&T investment is evident in Figure 4. Its share of global T&T investment has risen significantly over the last 20 years, mainly at the expense of Europe and Japan. Other regions have also increased their share—notably Africa, the Middle East, and South Asia—but even their combined increase is smaller than China's.

Of course, one critical concern is whether China has overinvested in Travel & Tourism. This concern is based on the estimated slower growth in T&T spending over the same period during which investment has expanded rapidly. Clearly, China has been investing for the future, since a rapidly expanding middle class and international business travel market will sustain strong growth in T&T spending in the years ahead. But there is still a risk of underutilized capacity and low returns on investment.

By contrast, in Europe, where T&T investment expansion was much more aligned to actual demand trends, which fell back sharply during the world recession, there is the opposite risk of underinvestment. This could have implications for future capacity, productivity, and competitiveness. A lack of geographical competition and alternative destinations could allow prices to rise excessively, which would be detrimental to price competitiveness in long-haul markets. However, the effect on non-price competitiveness in terms of quality and alignment with evolving market preferences is of greater concern.

Conclusions

Investment in T&T products and infrastructure is essential to enable destinations to maintain and expand capacity for future growth and to improve quality, competitiveness, productivity, and sustainability.

Since the late 1980s, T&T investment has shown good growth, especially between 2003 and 2008. But this has arguably occurred too quickly in some destinations. The world recession and the end of relatively cheap, easily accessible finance have corrected some of this excess. Conversely, and potentially of great concern, is that underinvestment in some markets, even at this early stage of recovery, may result in insufficient capacity and a future lack of competitiveness.

As the global economy moves on from the important crossroads it has now reached, the implications of potential over- and underinvestment in different destinations will start to be felt. Even in destinations where existing T&T infrastructure is sufficient, or where there is excess capacity, changing consumer preferences and aging products mean there will be a continual need for investment.

WTTC and Oxford Economics will continue to track T&T investment across individual countries and regions as a key component of the total contribution of Travel & Tourism to the global economy, while remaining consistent with the recommended TSA framework.

Note

1 See UNSD / EUROSTAT / OECD / UNWTO 2008.

Reference

UNSD / EUROSTAT / OECD / UNWTO (United Nations Statistics Division / Statistical Office of the European Communities / Organisation for Economic Co-operation and Development / World Tourism Organization). 2008. *2008 Tourism Satellite Account: Recommended Methodological Framework (TSA: RMF 2008).* Statistical Commission, February 26–29, Item 3 (f) of the provisional agenda, "Tourism statistics." Available at http://unstats.un.org/unsd/statcom/doc08/BG-TSA.pdf.

CHAPTER 1.7

Green Growth, Travelism, and the Pursuit of Happiness

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Green Growth

In the past two years, since the last issue of this *Report,* the shift toward a "green economy" has accelerated significantly. The international community has increasingly recognized the need to deal coherently with today's global challenges of extreme poverty, massive economic volatility, and climate change while at the same time preparing for tomorrow's anticipated food, water, and energy crises—all of which are compounded by a dramatically increasing world population.[2]

The broad-scale response is to seek to limit global temperature increase to no more than 2 degrees Celsius above pre-industrial levels; to reduce dependence on fossil fuels while massively increasing use of renewables and linking energy technology with information technology; and to ensure inclusionary growth through technology, finance support, and capacity building while conserving essential biodiversity and ecosystem integrity. Achieving these goals over the next 40 years will require the decarbonization of consumption and production—essentially decoupling economic growth from carbon emissions.[3]

At a global level, the UN system, the Bretton Woods institutions, and the G-20 have all reiterated their commitment to green growth, thus intensifying research and implementation programs. Regional and other cooperative institutions, such as the Association of Southeast Asian Nations (ASEAN), the Asia-Pacific Economic Cooperation organization (APEC), the African Union (AU), the Organisation for Economic Co-operation and Development (OECD), and the European Union (EU), have fully embraced this concept. Most importantly, national governments and their industry stakeholders are enthusiastically integrating the principles, practices, and enabling programs into policy actions.[4]

Travel & Tourism (*Travelism* for short) as a major economic and lifestyle driver will be an integral part of this process at global, regional, and local levels. However, because of its structural and institutional fragmentation, its engagement is less evident than that of other sectors, its impact is often undervalued, and its potential underexploited.

Travelism could play a bigger transformational role than it now does. The sector *directly* represents some 5 percent of the global economy, with another 5 percent represented indirectly through its supply chain. In tourism-centric areas such as the Caribbean and the Indian Ocean, the share is dramatically higher. It represents a massive component of domestic demand in industrialized and emerging economies, as well as the largest service sector for developing countries generally and for Africa specifically. It engages billions of consumers, touches billions more through its marketing, and is a major lifestyle aspiration of people everywhere across the social, demographic, and geographic spectrum. And it creates jobs like no other sector—rapidly, in every country, in rural communities as well as cities, and across the employment spectrum.

Given the volume of tourism activity in developing and emerging market destinations, Travelism also presents an opportunity for more equitable global economic growth, thereby promoting social inclusion. In general, developing countries are more dependent on tourism services exports, and to the degree that they have a competitive advantage in eco-tourism, it is a green services export.

The UN World Tourism Organization (UNWTO) has been highlighting this point in its Roadmap for Recovery initiative. So too have the T.20 Tourism Ministers.[5]

Travelism

But an equally important point is that, to fully capitalize on the sector's potential, it has to break out of its historic inclination toward siloed sectoral goals, policies, and institutional frameworks that in turn limit its value in green-growth decision making.

Simply put, in economic impact and operational terms, all travelers use booking systems that integrate transport, hotels, restaurants, travel services, and retail outlets. And they all require the same human resources, investment, and infrastructure. In terms of consumption and production, every journey uses a wide range of public and private suppliers, with combinations of the activities of the subsectors. Globalization and the Internet makes this joint product delivery and supplier cross-fertilization increasingly easy and increasingly integrated. A key issue is how to get multilateral institutions, public sectors, corporations, and trade bodies to rise above their important but nevertheless partial vision and see the value of a clear cross-sectoral approach to the jobs, development, trade, taxation, and climate response priorities.

The tourism and aviation sectors are dependent on each other as well as on global conditions for their prosperity. They are equally affected by archaic global legal frameworks that govern the air space and ownership of airlines, and are vulnerable to terrorism, pandemics (such as H1N1), natural disasters (such as the 2010 Ash Cloud), global exchange rate volatility, rising oil prices, and external economic shocks. They are also mutually enabling. Without aviation, many hotels would be virtually empty; and without tourism, many airlines would face unprofitable load factors.

The key point is that, because of their interconnectivity and mutual dependence, Travelism and its constituting industries need greater convergence and closer collaboration. Key policies will have to be consolidated and/or aligned to ensure that the twin objectives of sustainable mobility and sustainable destinations are met. Convergence will enable the entire sector to coherently pursue a common agenda on issues of shared impact and concern. This will be crucial in advancing the sector's relationship with governments; in multilateral forums or vis-à-vis other industries—for example, through non-tariff trade barriers such as visas and travel advisories; in regulatory reform; in global environmental governance; in safety and security issues; and so on. The mainstreaming of Travelism as a strategic-change sector at a global and national policy level could also assist to consolidate strategic green-growth initiatives within and outside the sector (e.g., with government departments responsible for economy, energy, finance, security, health, environment, climate change, and information communication technology).

Travelism could and should be compatible with a low carbon development trajectory and a key sector driving the shift to a green economy. It is more than compliance to avoid costly economic measures designed to punish untransformed industries in a carbon-constrained world in decades to come; it is also about market leadership, consumer satisfaction, and competitiveness. To quote Marthinus van Schalkwyk, Minister of Tourism of South Africa, "Industry would have to change the way it does business in a carbon-constrained world. I believe that, in far less than a decade, a low-carbon value chain for the tourism sector will be an increasingly important driver of competitiveness. Not only will industry in the near future be faced with changing preferences of consumers who want to travel responsibly, as well as increased shareholder activism, but, from the side of Government, they can also expect a much tighter regulatory framework on issues of the green economy."[6]

Once we accept the realities, we see that our opportunities far outweigh the challenges. The realities fall into three broad areas:

- First, the sector will need to mitigate its environmental impacts, as other sectors do. Ideally global emissions must peak and begin to decline within 10 to 15 years. Climate change holds the potential to disrupt tourism destinations at a macro-level, to affect the seasonality patterns at a local level, and hence to seriously influence competitiveness. Many small island states that depend heavily on tourism receipts do not have the capacity or resources to respond and are particularly exposed.

- Second, Travelism will need to adapt to unmitigated climate change in a way that reduces vulnerability—and in that process, green jobs could be created. Adaptation priorities include dealing with the effects of climate change on key environmental assets, especially on the ecosystems and conservation areas and marine resources that are most threatened, as well as on other ecosystem goods and services that support so many livelihoods.

- Third, Travelism must be at the forefont of the global climate response drive. The sector's overall carbon footprint—of some 5 percent of total global emissions—is far smaller than its overall socioeconomic contribution; it is also far smaller than that of many other sectors.[7] Analysis has shown that the progressive reductions that governments are committing to, both domestically and internationally, are possible. Travelism's most visible component—air transport—has, through the International Air Transport Association (IATA) and the International Civil Aviation Organization (ICAO), made groundbreaking commitments to reduce its emissions progressively until 2020, to seek carbon-neutral growth thereafter, and to aim for ambitious absolute reductions by 2050.[8] Air transport is critical for global commerce and for the economies of the most vulnerable states. In this context, unfair discriminatory taxes imposed unilaterally are especially problematic—particularly those that pretend to support a needed response to climate change but are actually simply another means of collecting revenue for general budgets.

Opportunities will emerge as a result of incentive-supported innovation, technology deployment, and new market offerings that flow from climate change adaptation and mitigation policies and measures. These will include green entrepreneurship; job creation; and, very significantly, the green investment in tourism-related infrastructure in hotels, land transport, airports, parks, and conservation areas.

Huge indirect opportunities for Travelism will also be uncovered in the *general* push for sustainable low carbon cities, green building design, and green transport. Further opportunities will be found *specifically* in the energy efficiency retrofitting of accommodation establishments and other hospitality infrastructure, the scaling up of renewable energy sources, and improved waste management. Similarly, there will be increasing investment in green tourism product offerings and nature-based tourism, and in biodiversity-based businesses and the maintenance of ecological infrastructure, including parks, wetlands, and coastal preservation. These opportunities will increase as Travelism engages in carbon offsetting and trading schemes.

Along with these increased opportunities, and because of the multiplier effect that cascades through interrelated value chains in the economy—including the 80 percent of the sector that is composed of small, medium, and micro enterprises—a green revolution in the Travelism sector could be a catalyst for green growth and transformation in the broader economy.

Gross national happiness

That transformational role may be even more significant as a result of the work of the Stiglitz Commission, launched by President Sarkozy of France in 2008 to look beyond GDP as a measurement of socioeconomic well-being.[9] The Commission's report suggests the importance of also considering "quality of life" and "sustainability" in broader balance sheets of the common good.

Stiglitz suggests that we can learn much from the Kingdom of Bhutan, where the metrics for prosperity include gross national happiness—a measure that looks beyond the material to the spiritual and other nonquantifiable values. These include "values that are not traded in markets and not captured by monetary measures such as cognitive evaluations of one's life, happiness and satisfaction, that cannot be considered as resources with imputable prices, even if individuals do make trade-offs among them."[10]

It is not difficult to see how an activity such as Travelism could be a high-value-added sector in this kind of new measurement approach.

At one level, the sector adds to its well-established wealth and jobs creation impact with the social good it creates through people-to-people understanding, as well as the community well-being it creates, particularly in poor and emerging markets.

At another level, its environmental sustainability also has a huge untapped potential. Unlike manufacturing or extractive sectors, many of Travelism's negative impacts can be fixed with quite simple shifts in operator, consumer, or host destination processes. Moreover, tourism's well-known conservation contribution is already significant and could be easily ramped up—particularly with incentives from climate, trade, or development funds.

Finally, in this context of contributing to a country's gross national happiness, Travelism is at the heart of trade and leisure, which are arguably two of mankind's most fundamental vehicles for creating well-being and happiness. Travelism is the primary vehicle of delivery of leisure, and an important driver of inclusive and shared economic growth and social development.

Capitalizing on the new paradigm

It is clear that a careful balancing act will be required as the world moves down the green growth path, when new factors such as human happiness/well-being and sustainability begin to be reflected in public- and private-sector policy decisions, and as Travelism is coherently engaged.

It is also clear that, in this evolution, the classic "triple bottom line" of economic, social, and environmental balance is evolving to become a "quadruple bottom line" in order to fully reflect the green growth paradigm, particularly the game-changing climate dimension. This is the dimension that Maurice Strong, the father of the sustainable development movement, has called "the potential Armageddon if we don't face it down."[11]

This is why we must progressively accelerate our attack on Travelism's carbon footprint—to optimize carbon abatement without compromising growth, poverty alleviation, and sustainable development; to internalize all costs; and to remove market distortions. We need to transform "classic tourism" dominated by considerations of growth and market share into "smart tourism" that is also inclusive, clean, green, ethical, and customer- and quality-orientated. This in turn will ensure that the sector becomes a market leader in the green growth paradigm and its related green jobs, investment, trade, and development.

Notes

1 Views expressed in this chapter are those of the author and do not necessarily reflect those of his institutional affiliation.

2 Since 2008, the idea of a "Green New Deal" to place the global economy on a lower carbon growth trajectory, to increase the share of green sectors in global GDP, to create green jobs and decent work through new investment in game-changing technologies/natural infrastructure and, at the same time, to address multiple challenges by accelerating the fight against climate change, environmental degradation, and poverty has gained much traction (UNEP 2009a, b).

3 See Friedman 2008.

4 The 2010 G-20 Seoul Summit committed "to undertake green growth and innovation oriented policy measures to find new sources of growth and promote sustainable development." They also committed to support "country-led green growth policies that promote environmentally sustainable global growth along with employment creation while ensuring energy access for the poor" and recognize the importance of investment in energy efficiency, clean energy technologies, resource efficiency, green cities, and low carbon transport as part of the transformation to a "sustainable green growth." See G20 2010.

5 ". . . growing an economically, environmentally as well as socially sustainable travel and tourism sector on an ethical basis can play a meaningful role to stimulate growth, create jobs, develop infrastructure and rural economies, promote trade, alleviate poverty, and particularly facilitate development in the least developed and emerging economies." T.20 Tourism Ministers 2010.

6 Van Schalkwyk 2010.

7 OECD 2010; IPCC 1999; UNWTO/UNEP/WMO 2008.

8 ICAO 2010a, b; IATA 2009, 2010a, b, c.

9 Stiglitz et al. 2009. The aim of this report was to identify the limits of GDP as an indicator of economic performance and social progress, to consider additional information required for the production of a more relevant picture, to discuss how to present this information in the most appropriate way, and to check the feasibility of measurement tools proposed by the Commission. The output is designed to provide a template for every interested country or group of countries.

10 Stiglitz, et al. 2009, pp. 16, 144.

11 Strong 2009.

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CHAPTER 1.8

A New Big Plan for Nature: Opportunities for Travel & Tourism

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The year 2010 was a landmark year for charting the way forward for how we value, protect, and respect nature. Designated the International Year of Biodiversity (IYB) by the United Nations, 2010 provided an important opportunity for raising awareness about biodiversity loss and ecosystem degradation but also for understanding the immense value of our natural capital.

Yet despite our growing understanding of the vital role biodiversity plays in supporting human well-being, nature is in crisis: one in five of the world's vertebrate species is facing extinction and many ecosystems are on the verge of collapse. Furthermore, human-induced climate change will magnify existing environmental stresses and contribute to food insecurity, conflict over resources, and loss of livelihood for millions of people.

Thanks to the landmark study *The Economics of Ecosystems and Biodiversity* (TEEB), also launched in 2010, we are beginning to realize the full economic impacts of biodiversity loss and the significant business value of conserving nature.

The attention brought to biodiversity and ecosystems by IYB, together with increased awareness and support for nature conservation from government and business leaders as well as the general public, has generated momentum to take action for safeguarding nature. A new "Big Plan" for nature, with 20 biodiversity targets for 2020, was adopted by the world's governments at the end of 2010; more formally known as the Strategic Plan 2011–2020 of the Convention on Biological Diversity, this document aims to steer public and private decision-making in the next decade.

As one of the world's largest and fastest-growing industries and one that is directly dependent upon healthy ecosystems, Travel & Tourism (T&T) has an important role to play in mainstreaming biodiversity-friendly practices and nature-based solutions, and stands much to gain from capturing these values. Ecotourism, for instance, is a burgeoning section of the fast-growing T&T sector that has a huge potential to act as a catalyst for business, biodiversity, and local development. It is therefore essential for the T&T public and private sectors to work together to ensure that conservation and the sustainable use of biodiversity and ecosystems are part and parcel of their operations.

This chapter describes the state of biodiversity and explains the importance of healthy ecosystems for the prosperity of the T&T industry. It then goes on to outline how recent developments in the biodiversity-policy sphere will affect the T&T sector. The value of nature and the necessity to internalize this value into products and services is also discussed.

The state of nature

Biodiversity—the variety of genes, species, and ecosystems that constitute life on Earth—is essential for human well-being and provides society with many

Box 1: Ecosystem services

The 2005 Millennium Ecosystem Assessment describes four basic types of ecosystem services:

- **Provisioning services:** These are the tangible products that biodiversity provides, including food, fresh water, fuel, and materials such as wood for furniture and construction and fiber for clothing as well as genetic resources for medicines and crop security.
- **Regulating services:** These are the services that keep major ecological processes in balance, such as climate regulation, flood control, disease regulation, and water purification.
- **Supporting services:** These are the services that are necessary for the production of all other ecosystem services, including biomass production, soil formation, nutrient cycling, and provision of habitats.
- **Cultural services:** These are the non-material values that humans derive from nature, including aesthetic, spiritual, educational, and recreational benefits.

important benefits and services: for instance, insects pollinate crops; birds disperse seeds; and fungi, worms, and micro-organisms produce nutrients and fertile soils. Interactions between organisms and the physical environment influence climate, water supplies, and air quality, and help protect from natural disasters. These benefits are collectively known as *ecosystem services* (see Box 1).

Although biodiversity provides society with vital products and services, and despite the the fact that the UN Convention on Biological Diversity is one of the most widely ratified treaties in the world, human activities are increasingly causing damage to ecosystems and species around the world. The third edition of the *Global Biodiversity Outlook* demonstrates that the target agreed by the world's governments in 2002, "to achieve by 2010 a significant reduction of the current rate of biodiversity loss at the global, regional and national level as a contribution to poverty alleviation and to the benefit of all life on Earth," has not been met.[1] In fact, the report shows that biodiversity loss is continuing at unprecedented rates, with many species moving toward extinction, with natural habitats becoming increasingly fragmented and degraded, and with genetic diversity continuing to decline in agricultural systems.

According to the International Union for Conservation of Nature (IUCN) Red List of Threatened Species$^{\text{TM}}$, the world's most authoritative and objective source of information on the conservation status of species, one in three amphibians, one in three coral species, one in four mammals, and one in eight birds are threatened with extinction. Another major study, based on the IUCN Red List, concluded that one-fifth of the world's vertebrate species—nature's "backbone"—are facing extinction. At the same time, the rate of biodiversity loss is now at least 20 percent less than it would have been without global environmental efforts—showing that targeted conservation action works.

Tourism and nature: A double-edged sword

Tourism and nature are intimately related. In fact, the prosperity of the tourism industry is directly dependent on healthy ecosystems and the many services they provide—whether these are related to ecotourism, beach holidays, skiing, or visiting national parks. These recreational values offered by ecosystems have been recognized as one of the main cultural services that nature provides to humankind, along with spiritual, aesthetic, and educational values. However, from the nature conservation perspective, tourism development represents a double-edged sword. Often acclaimed for its ability to reconcile conservation and development goals, it can rapidly get out of control and become the driving force for ecosystem degradation and biodiversity loss.

Tourism has major negative impacts on biodiversity and the natural environment. These result from:

- the loss of habitat to tourism developments, including new resorts and tourism facilities;
- disturbance and damage to wildlife and habitats caused by tourism activities, such as scuba diving;
- high levels of the use of non-renewable energy and water supplies;
- the disposal of solid and liquid wastes from accommodation, bars, and restaurants;
- the use of unsustainable sources for food supplies, including of fish, seafood, and agricultural products;
- the sale of souvenirs produced from threatened or protected plant and animal species; and
- the production of an estimated 5 percent of global CO_2 emissions, for which tourism is responsible.

At the same time, tourism also has the potential to make positive contributions to conservation, by:

- providing an economic incentive to governments and communities to protect biodiversity and natural environments that attract tourists and provide high-quality ecosystem services for tourism;

- raising awareness about biodiversity and conservation among tourists; and

- supporting conservation activities, through access and use fees for biodiversity-based activities, such as scuba diving or wildlife watching in protected areas, and through voluntary financial contributions from tourism companies and tourists.

In order to capitalize on the positive contributions made by T&T to biodiversity, it is important to fully include this sector in the conservation agenda. It is also essential that the industry strive to reduce its impact on nature through the integration of the value of biodiversity into its products and services.

A new "Big Plan" for nature

As part of the International Year of Biodiversity, numerous events drawing attention to biodiversity and ecosystems were organized on all continents, culminating with a special session of the United Nations General Assembly dedicated to biodiversity and the 10th meeting of the Conference of the Parties to the Convention on Biological Diversity (CBD COP10) in Nagoya, Aichi Prefecture, Japan.

During the CBD COP10, nearly 200 governments adopted a new Strategic Plan for 2011–20. The 20 Aichi Biodiversity Targets, which are part of the Strategic Plan, will help shape the conservation agenda going forward with an emphasis on integrating biodiversity into all sectors. The 20 biodiversity targets, which are split into five strategic goals, set out a roadmap for reducing pressures on biodiversity and restoring ecosystems as well as informing and enhancing national and international policymaking on biodiversity and ecosystems (see Table 1). The Strategic Plan's vision is that:

> By 2050 biodiversity is valued, conserved, restored and widely used, maintaining ecosystem services, sustaining a healthy planet and delivering benefits essential for all people.[2]

Collective action to conserve biodiversity and implement the global vision and targets is a shared responsibility of governments, the private sector, and civil society. The T&T industry has an important role to play in implementing the CBD Strategic Plan. The T&T public sector can create an enabling policy framework that, among other things, provides incentives for biodiversity-friendly practices in the sector. At the same time, the T&T private sector can bring to the table perspectives that are complementary to those of governments. In particular, knowledge of markets and management experience can be valuable assets when applied to conservation.

Capturing the value of nature

The failure to include the value of the services provided by ecosystems and biodiversity into economic and other decision-making processes is believed to be one of the principal factors leading to the overuse and degradation of such services. The TEEB study, launched in 2010, applies economic thinking to the use of biodiversity and ecosystem services in order to correct this failure. The aim of TEEB is to catalyze the development of a new economy "in which the values of natural capital, and the ecosystems services which this capital supplies are fully reflected in the mainstream public and private decision-making."[3] TEEB is explained in more detail in Box 2.

TEEB is probably the most comprehensive review of the value of biodiversity and ecosystems to society. It appeals for systematic appraisal of the contribution of nature for human well-being and makes a number of recommendations that will bring us closer to the CBD's 2050 vision for biodiversity. TEEB also outlines opportunities for capturing the value of nature and simultaneously finding nature-based solutions to current challenges. Because T&T is a biodiversity-dependent industry, the opportunities outlined in TEEB are perhaps the most apparent and easily realized. A summary of T&T-related TEEB findings is found in Box 3.

Biodiversity conservation as a competitive advantage for Travel & Tourism

There is a growing demand for responsible tourism products and services, and such products and services will be rewarded by increased market differentiation and competitiveness. Biodiversity-friendly goods and services will also begin to penetrate into new markets as well as to secure a premium for their offer. *The Time for Biodiversity Business* study carried out by IUCN in 2009 demonstrated that there are numerous possibilities for creating biodiversity businesses linked to tourism and that these can be good for business and good for nature conservation. Those destinations and businesses setting the trend will most certainly gain a competitive advantage.

In the past, much work has been carried out by nature conservation organizations, industry associations, and UN agencies on sustainable tourism and nature conservation, including:

- strategies and tools for the integration of sustainability/conservation in public policy/decision-making processes;

- guidelines for tourism development and operations in sensitive and protected areas (mountain, desert, coastal areas, wildlife watching in protected areas, etc.);

Table 1: The Aichi Biodiversity Targets

Strategic Goal A: Address the underlying causes of biodiversity loss by mainstreaming biodiversity across government and society.

Target 1	By 2020, at the latest, people are aware of the values of biodiversity and the steps they can take to conserve and use it sustainably.
Target 2*	By 2020, at the latest, biodiversity values have been integrated into national and local development and poverty reduction strategies and planning processes and are being incorporated into nation accounting, as appropriate, and reporting systems.
Target 3*	By 2020, at the latest, incentives, including subsidies, harmful to biodiversity are eliminated, phased out or reformed in order to minimize or avoid negative impacts and positive incentives for the conservation and sustainable use of biodiversity are developed and applied, consistent and in harmony with the Convention and other relevant international obligations, taking into account national socioeconomic conditions.
Target 4*	By 2020, at the latest, governments, business, and stakeholders at all levels have taken steps to achieve or have implemented plans for sustainable production and consumption and have kept the impacts of use of natural resources well within safe ecological limits.

Strategic Goal B: Reduce the direct pressures on biodiversity and promote sustainable use.

Target 5*	By 2020, the rate of loss of all natural habitats, including forests, is at least halved and where feasible brought close to zero, and degradation and fragmentation is significantly reduced.
Target 6	By 2020, all fish and invertebrate stocks and aquatic plants are managed and harvested sustainably, legally and applying ecosystem based approaches, so that overfishing is avoided, recovery plans and measures are in place for all depleted species, fisheries have no significant adverse impacts on threatened species and vulnerable ecosystems and the impacts of fisheries on stocks, species and ecosystems are within safe ecological limits.
Target 7	By 2020, areas under agriculture, aquaculture and forestry are managed sustainably, ensuring conservation of biodiversity.
Target 8*	By 2020, pollution, including from excess nutrients, has been brought to levels that are not detrimental to ecosystem function and biodiversity.
Target 9	By 2020, invasive alien species and pathways are identified and prioritized, priority species are controlled or eradicated and measures are in place to manage pathways to prevent their introduction and establishment.
Target 10*	By 2015, the multiple anthropogenic pressures on coral reefs, and other vulnerable ecosystems impacted by climate change or ocean acidification are minimized, so as to maintain their integrity and functioning.

Strategic Goal C: To improve the status of biodiversity by safeguarding ecosystems, species and genetic diversity.

Target 11*	By 2020, at least 17 percent of terrestrial and inland-water areas and 10 percent of coastal and marine areas, especially areas of particular importance for biodiversity and ecosystem services, are conserved through effectively and equitably managed, ecologically representative and well-connected systems of protected areas and other effective area-based conservation measures, and integrated into the wider landscape and seascape.
Target 12	By 2020, the extinction of known threatened species has been prevented and their conservation status, particularly of those most in decline, has been improved and sustained.
Target 13	By 2020, the genetic diversity of cultivated plants and farmed and domesticated animals and of wild relatives, including other socioeconomically as well as culturally valuable species is maintained and strategies have been developed and implemented for minimizing genetic erosion and safeguarding their genetic diversity.

Strategic Goal D: Enhance the benefits to all from biodiversity and ecosystem services.

Target 14	By 2020, ecosystems that provide essential services, including services related to water, and contribute to health, livelihoods and well-being, are restored and safeguarded, taking into account the needs of women, indigenous and local communities and the poor and vulnerable.
Target 15*	By 2020, ecosystem resilience and the contribution of biodiversity to carbon stocks has been enhanced, through conservation and restoration, including restoration of at least 15 percent of degraded ecosystems, thereby contributing to climate change mitigation and adaptation and to combating desertification.
Target 16	By 2015, the Nagoya Protocol on Access to Genetic Resources and the Fair and Equitable Sharing of Benefits Arising from their Utilization is in force and operational, consistent with national legislation.

Strategic Goal E: Enhance implementation through participatory planning, knowledge management and capacity-building.

Target 17	By 2015, each Party has developed, adopted as a policy instrument, and has commenced implementing, an effective, participatory and updated national biodiversity strategy and action plan.
Target 18	By 2020, the traditional knowledge, innovations and practices of indigenous and local communities relevant for the conservation and sustainable use of biodiversity, and their customary use of biological resources, are respected, subject to national legislation and relevant international obligations, and fully integrated and reflected in the implementation of the Convention with the full and effective participation of indigenous and local communities, at all relevant levels.
Target 19	By 2020, knowledge, the science base and technologies relating to biodiversity, its values, functioning, status and trends, and the consequences of its loss, are improved, widely shared and transferred, and applied.
Target 20*	By 2020, at the latest, the mobilization of financial resources for effectively implementing the Strategic Plan for Biodiversity 2011–2020 from all sources and in accordance with the consolidated and agreed process in the Strategy for Resource Mobilization should increase substantially from the current levels. This target will be subject to changes contingent to resources needs assessments to be developed and reported by Parties.

Source: CBD, 2010b.
Note: These targets are part of the CBD's Strategic Plan and were adopted during CBD COP10.
* Targets that are most relevant for the tourism industry.

Box 2: The Economics of Ecosystems and Biodiversity

The Economics of Ecosystems and Biodiversity (TEEB) study was an international initiative bringing together science, economics, and policy. The aim of the study was to analyze and assess the economic, societal, and human value of biodiversity, promoting a better understanding of the true economic value of ecosystem services and offering practical economic tools that take proper account of this value. By highlighting the costs and benefits of biodiversity and ecosystems, the study offers solutions to rebuild traditional market mechanisms and shows how to improve them.

TEEB delivered five major studies from 2009 to 2010, as follows:

- **Ecological and Economical Foundation (D0):** The core science component of TEEB includes a state-of-the-art synthesis of theory and methods for valuing biodiversity and ecosystem services.

- **TEEB for Policymakers (D1):** A key focus of TEEB is to support policies that stem biodiversity loss and encourage conservation, including the reform of harmful subsidies, development of payments for ecosystem services, stronger environmental liability, and increased financing for protected areas.

- **TEEB for local and regional policy (D2):** Biodiversity conservation requires strong support for rural communities and local governments, to help them manage their resources and confront external threats. This component will provide practical tools for local administrators.

- **TEEB for business (D3):** This component identifies business opportunities linked to the conservation and sustainable use of biological resources, and promotes new tools for measuring and reporting the biodiversity impacts of business.

- **TEEB for citizens (D4):** This component aims to find novel ways of communicating the economics of ecosystems and biodiversity to a mass audience around the world.

Box 3: Summary of Travel & Tourism–related findings of the TEEB study

- The global tourism industry generated about US$5.7 trillion of value-added in 2010 (over 9 percent of global GDP) and employs around 235 million people directly or indirectly.

- Tourism is a key export for 83 percent of developing countries: for the world’s 40 poorest countries, it is the second most important source of foreign exchange after oil.

- Many tourism businesses are fully or partially dependent on biodiversity and ecosystem services.

- In 2004, the nature and ecotourism market grew three times faster than the tourism industry as a whole.

- Several biodiversity hotspots are experiencing rapid tourism growth: 23 hotspots have seen growth in tourist visits of over 100 percent in the last decade.

- Whale watching alone was estimated to generate US$2.1 billion per year in 2008, with over 13 million people undertaking the activity in 119 countries.

- Revenues from dive tourism in the Caribbean (which account for almost 20 percent of total tourism receipts) are predicted to fall by up to US$300 million per year because of coral reef loss.

- In the Maldives, single gray reef sharks were valued at US$3,300/year to the tourism industry in contrast to US$32 for a single catch.

- In the United States in 2006, private spending on wildlife-related recreational activities (e.g., hunting, fishing, and observing wildlife) amounted to US$122 billion, or just under 1 percent of GDP.

- certification and accreditation schemes;
- development of partnerships, networks, and initiatives; and
- on-the-ground projects for the management and development of tourism.

Building on this previous work and the momentum generated in 2010, the T&T sector is now in a unique position to become a leading industry in mainstreaming biodiversity-friendly practices and nature-based solutions. In order to achieve this, it would be important to focus on four key areas: (1) adoption and integration of biodiversity-friendly operating practices in T&T supply chains; (2) destination stewardship; (3) capacity building and market creation for "biodiversity businesses";[4] and (4) emerging businesses and markets based on biodiversity-friendly goods and services.

In terms of the adoption and integration of biodiversity-friendly operating practices in T&T supply chains, examples include following good practice guidelines for siting and designing tourism facilities and developments to avoid damage to biodiversity; ensuring that food supplies and other natural resource products come from sustainably harvested and/or sustainably produced sources; and raising the awareness of tourists about the biodiversity of the places they visit and the actions they can take to help protect it.

With regard to destination stewardship, a holistic approach is needed to integrate biodiversity and ecosystems into tourism products and services at the destination or landscape level. Achieving significant and lasting improvements in biodiversity and the quality of a destination's environment requires coordinated action by all parts of the tourism supply chain and the involvement of all stakeholders.

In particular, it is essential that the public sector creates an enabling environment that rewards biodiversity-friendly practices; the private sector can respond by raising the bar within their operations, but also by raising awareness of their consumers and within their supply chains. Partnerships are central to the implementation of destination stewardship, and need to be built through dialogue and the mobilization of key stakeholders in the destination. Often it is easiest to start with local business leaders and public authorities, but it is also important to broaden partnerships to include small- and medium-sized enterprises in the destination by working through their local business networks, which are generally different from those of large enterprises and may be informal.

In terms of emerging markets, there are numerous opportunities to establish payments for ecosystem services schemes in the tourism sector as well as to support the restoration of coral reefs and other ecosystems for tourism and to support protection against the effects of climate change. There is also the opportunity to support mechanisms for supply chain management by methods that include certification and standard development. This should, of course, be backed by capacity building to ensure that local businesses implement the standards of sustainable tourism and improve their business skills. Finally, the development and marketing of biodiversity-based tourism products is paramount in ensuring the success and proliferation of these businesses.

The way forward

The year 2010 represented a milestone in terms of increasing public awareness of biodiversity loss and ecosystem degradation, but also in furthering global efforts on biodiversity conservation. During the year, important decisions were taken to safeguard biodiversity and a global plan of action was agreed upon by the world's governments. This plan requires its adoption and implementation by all sectors of society, including governments, businesses, and civil society. The T&T sector, as the largest and fastest-growing sector in the world, can have considerable influence in ensuring that the targets are met and that biodiversity is protected for future generations.

Biodiversity is vital for T&T, as many tourism products and services owe their attractiveness to surrounding natural environments. Yet the value of the natural assets used by the industry is often not internalized, leading to serious biodiversity impacts. If T&T is to support global biodiversity goals, threats to nature must be minimized through the integration of biodiversity considerations into tourism management systems. On the other hand, there are many opportunities for the industry to reap the rewards of being biodiversity-friendly, including market differentiation and increased competitiveness, the development of premium products and services, and new business propositions as well as emerging markets.

Beyond 2010, there needs to be increased focus on not only integrating biodiversity into policymaking but also on creating the enabling conditions for such policies to be implemented, with an emphasis on recognizing and internalizing the value of biodiversity. IUCN sees tourism as a priority sector in achieving this because, if it is well planned and managed, it has considerable potential to support biodiversity conservation and ecosystem service restoration. IUCN has been involved with and has supported the development of most of the key processes and documents outlined in this chapter. As such, IUCN is in an unmatched position to provide guidance for the industry and craft a way forward for Travel & Tourism to help implement the Big Plan for nature.

Notes

1 SCBD 2010, p. 3.

2 CBD 2010a.

3 TEEB 2010.

4 *Biodiversity businesses,* as defined by a 2008 IUCN report entitled *Building Biodiversity Business,* are "commercial enterprises that generate profits via activities which conserve biodiversity, use biological resources sustainably and share the benefits arising from this use equitably."

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CHAPTER 1.9

Assessing the Openness of Borders

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Traditionally, travel and trade facilitation have been considered fairly separate disciplines. The governing institutions, ministries, and interested parties from the private sector are often separate for each sector. Nonetheless, they share common areas of interest—both trade across national borders and are affected by its physical and administrative manifestations.

For some years the World Economic Forum has organized ministerial-level dialogues around the world on facilitating both travel and trade, supported by national rankings devised by the private sector. More recently these dialogue series have been combined in the hope of identifying common priorities, thereby bolstering the case for action by national administrations.

Although the dialogue series have been combined, the Indexes for the two sectors (the Enabling Trade Index and the Travel & Tourism Competitiveness Index) so far remain distinct because academic research and data are still, for the most part, compartmentalized. In this short chapter, however, we attempt to pull together those elements of the data that overlap to produce a common view on the openness of borders both from a travel perspective and from a trade one. The intent is to heighten awareness of the impact borders can have in hindering both travel and trade, and reveal how that hindrance can be minimized. We aim to help bring about a mindset change, and thus to encourage mutual support between the travel and trade communities.

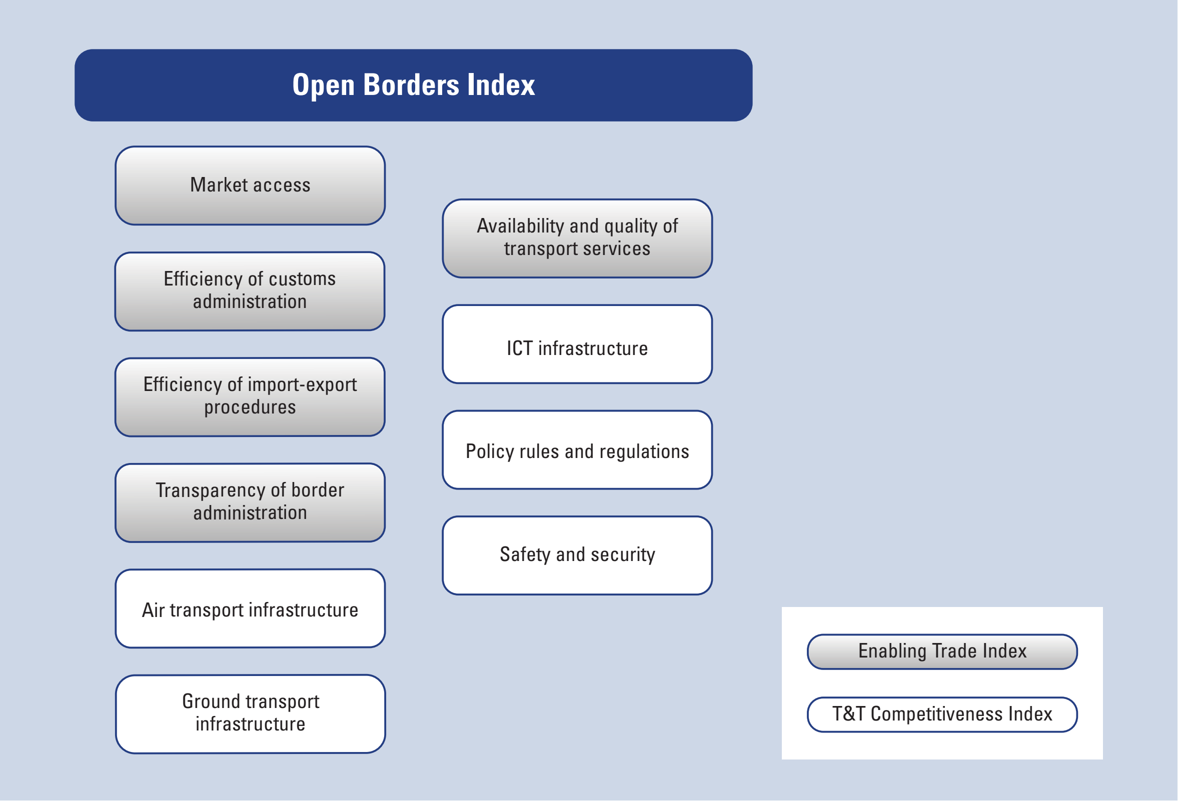
Both travel and trade are enabled by factors that extend far beyond the physical and administrative borders, and include elements such as the general business environment or infrastructure. We try to take these into account by looking at the continued servicing of the traveler or goods to their final destinations, currently restricting our examination to these elements in view of creating the Open Borders Index (OBI).

A potential factor in our approach concerns migration, to which borders are a central barrier. Though this is tremendously important, for this review we have concentrated on short-term leisure and business travel. By taking a time-limited perspective, we can view these two aspects of travel as a kind of parallel to imported goods, and do not here address the long-term questions of migration and production investment, in which the importance of the border crossing dwindles.

Description of the Open Borders Index

As outlined above, this approach aims to identify common areas across the Travel & Tourism Competitiveness and Enabling Trade Indexes, with the aim of capturing those elements that determine whether a country's borders are open. As shown in Figure 1, we have selected five pillars from each of the Indexes for inclusion into the OBI. Appendix A shows the detailed structure of the Index; Appendix B provides descriptions and sources for variables from the ETI. The details of indicators from

Figure 1: Composition of the Open Borders Index



the TTCI are to be found in the Technical Notes and Sources at the end of this *Report*. The rationale for selecting these pillars was based on the common areas identified above, which resulted in the following 10 pillars:

1. *Market access*
2. *Efficiency of customs administration*
3. *Efficiency of import-export procedures*
4. *Transparency of border administration*
5. *Air transport infrastructure*
6. *Ground transport infrastructure*
7. *Availability and quality of transport services*
8. *ICT infrastructure*
9. *Policy rules and regulations*
10. *Safety and security*

The **market access pillar** measures the level of protection of a country's markets, the quality of its trade regime, and the level of protection that a country's exporters face in their target markets. The measures taken into account include not only tariffs and non-tariff measures imposed by a country on all imported goods, but also the share of goods imported duty-free, the variance of tariffs, the frequency of tariff peaks, the number of distinct tariffs, and the like. Protection in foreign markets is captured by tariffs faced, and also by the margin of preference in target markets negotiated through bilateral or regional agreements.

The **efficiency of customs administration pillar** measures the efficiency of customs procedures as perceived by the private sector, as well as the extent of services provided by customs authorities and related agencies.

The **efficiency of import-export procedures pillar** extends beyond the customs administration and assesses the effectiveness and efficiency of clearance processes by customs as well as related border control agencies, the number of days and documents required to import and export goods, and the total official cost associated with importing as well as exporting, excluding tariffs and trade taxes.

Given the significant hindrance that corruption can impose on moving goods or people across borders, the **transparency of border administration pillar** assesses the pervasiveness of undocumented extra payments or bribes connected with imports and exports, as well as the overall perceived degree of corruption in each country.

Quality air transport infrastructure provides ease of access to and from countries, as well as movement to destinations within countries. In the **air transport infrastructure pillar** we gauge both the quantity of air transport—as measured by the available seat kilometers, the number of departures, airport density, and the number of operating airlines—and the quality of the its infrastructure both for domestic and international flights.

Vital for ease of movement within the country is the extensiveness and quality of the country's **ground transport infrastructure.** This pillar takes into account the quality of roads, railroads, and ports, as well as the extent to which the national transport network as a whole offers efficient, accessible transportation to key business centers and tourist attractions within the country.

The **availability and quality of transport services pillar** complements the assessment of infrastructure by taking into account the amount and the quality of services available for shipment, including the quantity of services provided by liner companies, the ability to track and trace international shipments, the timeliness of shipments in reaching destination, general postal efficiency, and the overall competence of the local logistics industry (e.g., transport operators, customs brokers). This pillar also considers the degree of openness of the transport-related sectors as measured by economies' commitments to the General Agreement on Trade in Services (GATS).

Given the increasing importance of the online environment for travel and trade—for planning itineraries, purchasing travel and accommodations, establishing contacts with potential clients, marketing measures, and utilizing the full potential of information and communication technologies (ICT) for facilitating border procedures—we also capture the quality of the **ICT infrastructure** in each economy. In this pillar we measure ICT penetration rates (Internet, telephone lines, and broadband), which provide a sense of the society's online activity. We also include a specific measure of the extent to which the Internet is used in carrying out transactions in the economy, to get a sense of the extent to which these tools are in fact being used by businesses.

The **policy rules and regulations pillar** captures the extent to which the policy environment is conducive to business in each country. Governments can have an important impact on the development of sectors of the economy, depending on whether the policies that they create and perpetuate support or hinder that development. Sometimes well-intentioned policies can end up creating red tape or obstacles that have the opposite effect from the one intended. In this pillar we take into account the extent to which foreign ownership and foreign direct investment (FDI) are welcomed and facilitated by the country, how well property rights are protected, the time and cost required for setting up a business, the extent to which visa requirements make it complicated for visitors to enter the country, and the openness of the bilateral Air Service Agreements into which the government has entered with other countries.

Safety and security is a critical factor when measuring the ease of movement of goods and people. Tourists are likely to be deterred from traveling to dangerous countries or regions, and a lack of physical security imposes significant costs on trading. In this pillar we take into account the costliness of common crime and violence as well as terrorism, and the extent to which police services can be relied on to provide protection from crime as well as the incidence of road traffic accidents in the country.

Based on these 10 pillars, the final OBI score is calculated as a simple average of the scores for each country.

Coverage is limited to the 125 economies covered by the Enabling Trade Index in 2010, so 14 countries covered by the Travel & Tourism Competitiveness Index are not included. These are Angola, Barbados, Brunei Darussalam, Cape Verde, the Islamic Republic of Iran, Lebanon, Libya, Malta, Moldova, Puerto Rico, Rwanda, Swaziland, Timor-Leste, and Trinidad and Tobago.

Results

The results of the OBI and its pillars are presented in Table 1. **Singapore** tops the rankings for openness of borders, ahead of second-placed **Hong Kong SAR** by a sizeable margin. Both economies are strongly geared toward the international economy and consequently perform very well across all 10 pillars of the OBI.

The **top 20** ranks of the OBI are dominated by European countries, with Nordic economies such as Denmark and Sweden occupying top positions. Other than Singapore and Hong Kong, the only non-European countries in the top 20 include **Canada** at 8th, **New Zealand** at 14th, the **United States** at 15th, **Australia** at 16th, and **Japan** at 19th. Most European countries, in particular the members of the European Union (EU), have efficient border procedures in place, boast well-developed infrastructure transport services, and have safe and enterprise-friendly business environments. At the same time, in many EU member states, market access remains constrained. Despite the region's overall openness to trade and the movement of people, some economies lag behind. Weakest performers **Bosnia and Herzegovina** and **Ukraine** occupy the 86th and the 88th positions out of 125 economies.

Given the diversity of the region, it is not surprising that the results of **Asian** economies spread almost across the entire rankings, ranging from top-ranked Singapore and Hong Kong to **Tajikistan** at 114th and **Nepal** at 118th positions. Japan, the **Republic of Korea** (25th), and **Taiwan, China** (27th) occupy places in the top 30, while **Malaysia** comes in at a good 35th position. **China**'s ranking of 43 reflects the country's fairly efficient border procedures and air transport infrastructure on the one hand and fairly protected markets and a somewhat difficult policies and regulations on the other. **India,** ranked 67th, shows a profile similar to China's.

Chile tops the rankings among the **Latin American and Caribbean economies** at 29th, outperforming the rest of the region by a significant margin.

Table 1: The Open Borders Index 2011

	OPEN BORDERS INDEX 2011		Pillar 1: Market access		Pillar 2: Efficiency of customs administration		Pillar 3: Efficiency of import-export procedures		Pillar 4: Transparency of border administration		Pillar 5: Air transport infrastructure	
Country/Economy	Rank	Score	Rank	Score	Rank	Score	Rank	Score	Rank	Score	Rank	Score
Singapore	**1**	**6.03**	1	5.97	1	6.69	1	6.45	2	6.53	14	5.01
Hong Kong SAR	**2**	**5.81**	16	5.12	13	5.69	2	6.24	14	5.94	12	5.10
Sweden	**3**	**5.65**	96	3.75	2	6.33	3	6.18	3	6.53	10	5.23
Switzerland	**4**	**5.57**	58	4.23	10	5.77	32	5.29	7	6.21	13	5.08
Denmark	**5**	**5.56**	95	3.76	4	5.98	4	6.16	4	6.52	17	4.93
Germany	**6**	**5.55**	101	3.74	20	5.37	12	5.92	18	5.72	7	5.48
Netherlands	**7**	**5.55**	85	3.79	5	5.96	11	5.93	8	6.19	15	4.99
Canada	**8**	**5.43**	25	4.85	19	5.37	30	5.37	11	6.10	1	6.68
United Kingdom	**9**	**5.40**	91	3.77	8	5.82	16	5.73	19	5.53	5	5.51
France	**10**	**5.36**	97	3.75	24	5.18	10	5.95	28	5.11	6	5.50
Finland	**11**	**5.34**	90	3.78	30	4.96	5	6.13	5	6.40	16	4.94
Luxembourg	**12**	**5.32**	73	3.91	35	4.75	23	5.51	12	6.09	36	4.18
Austria	**13**	**5.28**	94	3.77	3	6.01	21	5.56	16	5.75	27	4.37
New Zealand	**14**	**5.27**	37	4.65	7	5.88	24	5.50	1	6.67	11	5.17
United States	**15**	**5.25**	62	4.17	11	5.72	17	5.68	22	5.39	2	6.17
Australia	**16**	**5.24**	63	4.17	18	5.48	25	5.46	10	6.13	3	5.84
Iceland	**17**	**5.21**	14	5.14	29	4.96	57	4.77	6	6.35	18	4.87
Norway	**18**	**5.21**	33	4.66	42	4.56	8	6.05	9	6.19	9	5.25
Japan	**19**	**5.19**	121	3.20	17	5.49	18	5.67	15	5.79	23	4.61
Ireland	**20**	**5.14**	109	3.67	6	5.92	19	5.66	13	5.99	25	4.42
United Arab Emirates	**21**	**5.13**	81	3.85	12	5.70	9	6.02	21	5.40	4	5.83
Belgium	**22**	**5.09**	99	3.74	41	4.59	36	5.25	23	5.33	32	4.30
Estonia	**23**	**4.99**	83	3.83	9	5.81	7	6.10	24	5.30	54	3.47
Spain	**24**	**4.96**	102	3.72	22	5.36	45	5.06	32	4.84	8	5.28
Korea, Rep.	**25**	**4.91**	111	3.63	26	5.08	6	6.11	37	4.54	40	4.00
Bahrain	**26**	**4.89**	29	4.77	15	5.55	35	5.25	30	4.88	29	4.36
Taiwan, China	**27**	**4.84**	106	3.70	51	4.34	31	5.32	33	4.84	46	3.75
Cyprus	**28**	**4.79**	86	3.79	43	4.52	22	5.54	27	5.17	22	4.69
Chile	**29**	**4.75**	2	5.65	21	5.36	47	5.02	20	5.49	52	3.50
Portugal	**30**	**4.73**	77	3.89	72	3.92	20	5.57	31	4.86	38	4.15
Israel	**31**	**4.70**	43	4.51	33	4.79	15	5.76	26	5.18	51	3.59
Slovenia	**32**	**4.65**	88	3.78	14	5.62	67	4.62	25	5.23	74	2.90
Czech Republic	**33**	**4.59**	105	3.71	23	5.36	41	5.11	45	4.15	50	3.59
Qatar	**34**	**4.56**	72	3.93	84	3.62	46	5.04	17	5.72	21	4.70
Malaysia	**35**	**4.56**	31	4.71	48	4.37	29	5.37	52	3.96	34	4.25
Hungary	**36**	**4.47**	108	3.68	16	5.49	53	4.83	44	4.16	75	2.86
Italy	**37**	**4.46**	78	3.87	68	3.96	39	5.20	55	3.73	30	4.35
Saudi Arabia	**38**	**4.45**	54	4.32	27	4.97	26	5.44	39	4.31	45	3.77
Oman	**39**	**4.44**	34	4.65	52	4.31	82	4.32	29	4.98	53	3.47
Mauritius	**40**	**4.40**	8	5.36	47	4.42	28	5.40	41	4.25	61	3.27
Lithuania	**41**	**4.37**	70	3.97	39	4.67	34	5.28	40	4.26	107	2.38
Latvia	**42**	**4.35**	80	3.87	45	4.45	27	5.43	50	4.02	63	3.25
China	**43**	**4.33**	79	3.87	40	4.60	33	5.29	56	3.71	35	4.24
Slovak Republic	**44**	**4.29**	103	3.72	25	5.14	81	4.33	49	4.04	122	2.17
Croatia	**45**	**4.27**	28	4.77	54	4.25	74	4.49	59	3.57	66	3.09
Georgia	**46**	**4.22**	5	5.43	31	4.95	38	5.21	42	4.18	105	2.40
Tunisia	**47**	**4.22**	35	4.65	57	4.22	43	5.09	43	4.17	65	3.17
Thailand	**48**	**4.21**	113	3.48	36	4.74	14	5.81	71	3.28	24	4.49
Greece	**49**	**4.21**	75	3.91	88	3.50	63	4.70	61	3.54	19	4.76
Costa Rica	**50**	**4.19**	7	5.38	34	4.76	51	4.83	47	4.06	44	3.85
Panama	**51**	**4.18**	69	3.97	79	3.81	13	5.85	64	3.49	33	4.29
Poland	**52**	**4.16**	93	3.77	58	4.20	37	5.23	38	4.38	88	2.67
Montenegro	**53**	**4.15**	24	4.86	74	3.89	49	4.94	54	3.74	62	3.26
Turkey	**54**	**4.14**	47	4.42	69	3.95	52	4.83	62	3.53	37	4.16
Romania	**55**	**4.12**	82	3.85	32	4.82	48	4.95	51	4.01	81	2.76
Uruguay	**56**	**4.11**	36	4.65	75	3.88	91	4.05	34	4.71	97	2.52
Jordan	**57**	**4.11**	51	4.40	50	4.35	61	4.74	36	4.58	60	3.30
Jamaica	**58**	**4.03**	59	4.22	53	4.26	88	4.18	90	2.87	64	3.23
Albania	**59**	**3.97**	21	4.96	49	4.36	62	4.71	73	3.27	96	2.52
Dominican Republic	**60**	**3.91**	46	4.44	73	3.91	42	5.10	76	3.21	49	3.63
El Salvador	**61**	**3.91**	3	5.55	61	4.20	50	4.86	65	3.49	79	2.80
South Africa	**62**	**3.90**	87	3.78	28	4.96	99	3.68	46	4.12	43	3.89
Mexico	**63**	**3.88**	22	4.90	65	4.12	71	4.59	70	3.28	47	3.72

	Pillar 6: Ground transport infrastructure		Pillar 7: Availability and quality of transport services		Pillar 8: ICT infrastructure		Pillar 9: Policy rules and regulations		Pillar 10: Safety and security	
Country/Economy	Rank	Score	Rank	Score	Rank	Score	Rank	Score	Rank	Score
Singapore	2	6.56	1	5.81	20	5.16	1	6.00	13	6.10
Hong Kong SAR	1	6.74	9	5.40	4	5.90	2	5.69	5	6.32
Sweden	16	5.58	12	5.32	1	5.99	8	5.31	7	6.27
Switzerland	5	6.45	13	5.16	2	5.96	18	5.11	2	6.42
Denmark	7	6.13	15	5.04	10	5.66	17	5.16	8	6.22
Germany	3	6.52	3	5.78	7	5.72	20	5.09	9	6.19
Netherlands	8	6.09	2	5.80	6	5.76	19	5.11	16	5.86
Canada	33	4.77	25	4.66	14	5.38	4	5.40	24	5.73
United Kingdom	17	5.54	6	5.59	9	5.70	13	5.19	30	5.63
France	4	6.45	10	5.37	12	5.46	22	5.03	20	5.76
Finland	21	5.19	22	4.90	17	5.20	5	5.39	1	6.48
Luxembourg	12	5.77	5	5.66	5	5.86	6	5.37	11	6.14
Austria	15	5.64	8	5.53	25	5.03	28	4.95	10	6.14
New Zealand	50	4.22	39	4.20	23	5.14	3	5.40	14	5.88
United States	28	4.97	16	5.03	21	5.16	16	5.18	62	5.01
Australia	51	4.22	11	5.34	24	5.08	30	4.87	18	5.76
Iceland	32	4.79	43	4.11	3	5.93	33	4.83	4	6.34
Norway	63	3.91	33	4.36	11	5.53	15	5.18	3	6.39
Japan	6	6.14	4	5.77	28	4.90	51	4.61	19	5.76
Ireland	38	4.56	23	4.85	29	4.89	7	5.33	12	6.10
United Arab Emirates	31	4.86	29	4.58	18	5.18	38	4.74	54	5.13
Belgium	9	6.03	7	5.56	16	5.26	26	5.00	15	5.87
Estonia	29	4.96	37	4.25	13	5.45	25	5.00	25	5.72
Spain	13	5.72	14	5.15	30	4.70	85	4.30	36	5.44
Korea, Rep.	18	5.49	21	4.93	8	5.70	53	4.59	60	5.05
Bahrain	11	5.78	54	3.96	37	4.39	58	4.53	32	5.47
Taiwan, China	14	5.64	24	4.79	15	5.38	9	5.29	38	5.39
Cyprus	20	5.26	35	4.29	31	4.63	79	4.33	26	5.71
Chile	55	4.11	64	3.80	54	3.61	12	5.20	27	5.70
Portugal	24	5.11	28	4.61	33	4.61	35	4.79	22	5.74
Israel	47	4.25	49	4.04	22	5.15	62	4.47	46	5.26
Slovenia	25	5.08	41	4.18	26	4.96	65	4.44	29	5.65
Czech Republic	22	5.15	27	4.61	40	4.29	52	4.60	41	5.36
Qatar	35	4.66	76	3.54	45	3.99	37	4.75	28	5.69
Malaysia	36	4.65	17	5.03	52	3.68	21	5.07	83	4.50
Hungary	37	4.63	30	4.43	38	4.35	29	4.90	43	5.32
Italy	39	4.54	19	4.98	34	4.47	84	4.31	48	5.23
Saudi Arabia	53	4.18	51	4.00	51	3.68	43	4.70	52	5.17
Oman	40	4.51	40	4.18	58	3.47	41	4.72	17	5.78
Mauritius	41	4.49	86	3.31	66	3.27	27	4.99	45	5.27
Lithuania	26	5.03	44	4.10	32	4.63	83	4.32	59	5.06
Latvia	42	4.31	45	4.10	36	4.40	59	4.51	53	5.16
China	59	4.05	18	5.00	73	3.15	80	4.33	58	5.09
Slovak Republic	45	4.27	20	4.96	41	4.23	36	4.78	49	5.23
Croatia	54	4.12	48	4.09	35	4.47	77	4.33	33	5.47
Georgia	69	3.57	65	3.79	82	2.81	54	4.58	47	5.26
Tunisia	48	4.24	79	3.47	76	3.05	23	5.01	56	5.11
Thailand	56	4.09	26	4.62	81	2.88	76	4.35	94	4.39
Greece	61	4.00	32	4.36	39	4.29	82	4.32	73	4.70
Costa Rica	93	3.12	87	3.31	72	3.19	66	4.43	63	4.94
Panama	68	3.65	74	3.57	57	3.48	24	5.01	71	4.70
Poland	78	3.30	34	4.31	44	4.07	61	4.48	50	5.21
Montenegro	109	2.88	96	3.16	42	4.13	10	5.25	37	5.40
Turkey	60	4.03	57	3.95	59	3.38	34	4.80	97	4.37
Romania	101	3.06	46	4.10	49	3.75	63	4.46	35	5.45
Uruguay	46	4.26	97	3.16	48	3.75	71	4.38	21	5.75
Jordan	75	3.41	53	3.98	85	2.79	47	4.63	64	4.92
Jamaica	23	5.14	71	3.62	60	3.37	11	5.22	104	4.18
Albania	97	3.08	69	3.64	71	3.20	46	4.65	44	5.27
Dominican Republic	81	3.26	50	4.01	83	2.80	32	4.84	116	3.95
El Salvador	70	3.55	101	3.08	77	2.92	39	4.74	118	3.93
South Africa	66	3.73	60	3.87	95	2.59	31	4.85	129	3.52
Mexico	79	3.28	67	3.70	75	3.09	56	4.56	128	3.60

Cont'd.

Table 1: The Open Borders Index 2011 *(cont'd.)*

	OPEN BORDERS INDEX 2011		Pillar 1: Market access		Pillar 2: Efficiency of customs administration		Pillar 3: Efficiency of import-export procedures		Pillar 4: Transparency of border administration		Pillar 5: Air transport infrastructure	
Country/Economy	Rank	Score	Rank	Score	Rank	Score	Rank	Score	Rank	Score	Rank	Score
Macedonia, FYR	64	3.84	38	4.62	108	2.87	59	4.76	58	3.68	127	2.11
Serbia	65	3.84	42	4.53	64	4.12	68	4.62	68	3.44	111	2.31
Morocco	66	3.81	112	3.61	44	4.49	64	4.69	72	3.28	68	3.02
India	67	3.80	115	3.42	62	4.15	72	4.58	75	3.21	39	4.11
Bulgaria	68	3.80	76	3.90	63	4.15	83	4.30	77	3.19	89	2.66
Kuwait	69	3.78	71	3.94	115	2.75	75	4.45	57	3.71	67	3.08
Guatemala	70	3.78	13	5.19	37	4.72	95	4.04	63	3.52	71	2.97
Indonesia	71	3.78	60	4.21	67	4.00	44	5.07	88	2.89	58	3.35
Vietnam	72	3.77	50	4.41	107	2.88	54	4.83	104	2.68	85	2.72
Brazil	73	3.76	104	3.72	94	3.29	78	4.34	67	3.47	42	3.91
Peru	74	3.76	15	5.13	70	3.94	70	4.59	53	3.82	78	2.81
Armenia	75	3.75	9	5.33	76	3.86	89	4.11	109	2.60	95	2.59
Botswana	76	3.70	32	4.69	46	4.43	111	2.83	35	4.61	91	2.61
Honduras	77	3.68	4	5.45	93	3.33	85	4.25	85	2.95	69	3.01
Egypt	78	3.67	114	3.44	80	3.81	40	5.12	80	3.05	55	3.47
Azerbaijan	79	3.66	61	4.20	38	4.69	123	1.78	87	2.92	83	2.73
Namibia	80	3.65	41	4.58	95	3.18	105	3.14	48	4.06	59	3.34
Philippines	81	3.64	64	4.13	56	4.25	55	4.82	119	2.40	80	2.79
Sri Lanka	82	3.64	107	3.68	90	3.40	60	4.74	82	2.99	90	2.62
Gambia, The	83	3.61	119	3.29	78	3.82	66	4.67	69	3.44	82	2.75
Argentina	84	3.61	98	3.74	87	3.55	86	4.19	96	2.79	73	2.90
Colombia	85	3.60	57	4.24	91	3.40	84	4.26	66	3.48	70	2.99
Bosnia and Herzegovina	86	3.50	44	4.50	106	2.90	58	4.77	108	2.60	134	1.87
Senegal	87	3.50	117	3.35	86	3.58	56	4.79	94	2.86	92	2.60
Ukraine	88	3.49	30	4.76	110	2.86	98	3.78	102	2.72	93	2.60
Ecuador	89	3.49	27	4.77	83	3.66	92	4.05	116	2.49	76	2.84
Nicaragua	90	3.42	11	5.23	92	3.35	76	4.36	84	2.96	108	2.33
Russian Federation	91	3.41	125	2.68	85	3.61	110	2.87	115	2.50	31	4.32
Ghana	92	3.40	67	4.04	102	2.99	73	4.57	74	3.22	101	2.46
Zambia	93	3.37	17	5.11	66	4.06	117	2.17	78	3.18	118	2.26
Pakistan	94	3.31	120	3.24	60	4.20	69	4.60	100	2.76	98	2.52
Kazakhstan	95	3.31	53	4.35	103	2.97	125	1.37	81	3.03	86	2.71
Malawi	96	3.30	19	5.01	82	3.70	115	2.36	60	3.55	133	1.94
Guyana	97	3.30	84	3.79	109	2.86	65	4.67	107	2.65	115	2.29
Uganda	98	3.29	10	5.31	71	3.94	106	3.08	111	2.55	119	2.25
Bangladesh	99	3.28	52	4.37	104	2.95	79	4.34	122	2.33	120	2.23
Ethiopia	100	3.28	68	4.03	59	4.20	114	2.43	83	2.97	87	2.70
Cambodia	101	3.26	40	4.62	89	3.44	96	3.97	120	2.39	113	2.30
Bolivia	102	3.24	18	5.05	77	3.83	93	4.05	110	2.56	100	2.47
Benin	103	3.24	92	3.77	112	2.83	94	4.05	91	2.87	124	2.16
Madagascar	104	3.22	6	5.39	121	2.66	80	4.33	86	2.93	106	2.39
Mozambique	105	3.21	12	5.23	98	3.12	97	3.95	93	2.86	112	2.30
Syria	106	3.20	116	3.35	125	1.96	87	4.19	103	2.69	110	2.31
Kenya	107	3.17	26	4.78	122	2.56	104	3.24	112	2.53	72	2.94
Kyrgyz Republic	108	3.17	20	5.00	81	3.79	116	2.19	123	2.29	132	1.96
Mongolia	109	3.17	110	3.63	97	3.12	113	2.54	105	2.66	77	2.83
Tanzania	110	3.17	55	4.31	123	2.55	77	4.34	95	2.85	121	2.19
Paraguay	111	3.16	39	4.62	55	4.25	101	3.46	113	2.52	136	1.79
Algeria	112	3.12	124	2.69	105	2.92	90	4.08	101	2.74	103	2.44
Lesotho	113	3.10	23	4.90	111	2.85	103	3.35	92	2.87	139	1.70
Tajikistan	114	3.08	66	4.12	114	2.77	124	1.57	89	2.89	117	2.27
Cameroon	115	3.08	65	4.12	99	3.11	102	3.43	117	2.46	130	2.06
Burkina Faso	116	3.03	48	4.42	96	3.16	121	1.92	79	3.17	135	1.85
Mali	117	2.98	45	4.47	119	2.69	112	2.75	98	2.77	131	2.04
Nepal	118	2.93	49	4.42	120	2.68	107	2.94	114	2.50	116	2.28
Nigeria	119	2.91	123	2.83	117	2.74	100	3.54	106	2.65	102	2.45
Mauritania	120	2.91	74	3.91	118	2.72	108	2.92	97	2.78	138	1.74
Côte d'Ivoire	121	2.90	122	2.90	116	2.74	109	2.87	118	2.40	114	2.29
Venezuela	122	2.87	100	3.74	101	2.99	120	1.93	124	2.12	84	2.72
Zimbabwe	123	2.84	118	3.35	100	3.01	119	1.94	99	2.77	125	2.16
Burundi	124	2.68	89	3.78	113	2.83	122	1.79	121	2.36	129	2.06
Chad	125	2.54	56	4.25	124	2.32	118	2.03	125	2.04	137	1.76

	Pillar 6: Ground transport infrastructure		Pillar 7: Availability and quality of transport services		Pillar 8: ICT infrastructure		Pillar 9: Policy rules and regulations		Pillar 10: Safety and security	
Country/Economy	Rank	Score	Rank	Score	Rank	Score	Rank	Score	Rank	Score
Macedonia, FYR	88	3.17	55	3.96	55	3.53	78	4.33	42	5.36
Serbia	115	2.82	58	3.93	62	3.35	68	4.39	66	4.85
Morocco	72	3.46	77	3.52	79	2.89	48	4.62	84	4.50
India	43	4.30	59	3.93	111	2.16	128	3.56	78	4.62
Bulgaria	90	3.15	62	3.81	43	4.12	94	4.10	81	4.55
Kuwait	57	4.09	81	3.40	69	3.23	127	3.56	31	5.59
Guatemala	102	3.05	82	3.38	78	2.91	57	4.54	131	3.47
Indonesia	82	3.22	73	3.59	96	2.54	88	4.18	72	4.70
Vietnam	77	3.31	31	4.40	67	3.25	67	4.41	68	4.84
Brazil	116	2.80	42	4.14	56	3.49	114	3.72	75	4.67
Peru	121	2.70	94	3.19	84	2.80	45	4.67	119	3.91
Armenia	106	2.96	36	4.25	97	2.52	92	4.12	51	5.18
Botswana	73	3.43	99	3.13	104	2.33	64	4.45	87	4.46
Honduras	85	3.20	92	3.24	92	2.66	50	4.61	106	4.10
Egypt	76	3.37	61	3.85	93	2.66	49	4.62	135	3.35
Azerbaijan	58	4.08	52	3.99	88	2.76	74	4.37	57	5.10
Namibia	44	4.29	125	2.62	109	2.21	55	4.56	86	4.47
Philippines	114	2.83	38	4.23	98	2.52	70	4.38	109	4.07
Sri Lanka	34	4.76	109	3.01	94	2.64	91	4.14	91	4.41
Gambia, The	52	4.22	115	2.93	108	2.27	86	4.30	88	4.44
Argentina	107	2.91	72	3.61	53	3.62	89	4.17	77	4.62
Colombia	120	2.73	88	3.29	64	3.34	60	4.50	126	3.74
Bosnia and Herzegovina	137	2.27	56	3.95	70	3.22	129	3.55	40	5.37
Senegal	89	3.16	63	3.81	103	2.35	108	3.77	70	4.71
Ukraine	74	3.41	93	3.22	68	3.25	107	3.78	82	4.54
Ecuador	118	2.75	78	3.52	86	2.79	124	3.60	90	4.41
Nicaragua	122	2.70	98	3.14	116	1.97	105	3.80	92	4.41
Russian Federation	95	3.09	70	3.62	46	3.87	126	3.57	113	4.01
Ghana	94	3.10	120	2.86	114	2.05	72	4.37	98	4.30
Zambia	108	2.88	118	2.88	122	1.95	44	4.70	80	4.56
Pakistan	71	3.47	91	3.24	113	2.10	106	3.80	138	3.19
Kazakhstan	96	3.08	47	4.09	61	3.35	95	4.02	108	4.08
Malawi	91	3.14	106	3.02	128	1.81	102	3.84	74	4.67
Guyana	104	2.97	111	2.98	87	2.79	99	3.89	110	4.07
Uganda	119	2.73	85	3.32	125	1.90	100	3.89	117	3.93
Bangladesh	62	3.92	105	3.03	129	1.80	116	3.70	105	4.17
Ethiopia	98	3.07	75	3.56	138	1.54	93	4.12	102	4.20
Cambodia	103	3.01	112	2.96	123	1.92	132	3.42	79	4.57
Bolivia	134	2.38	119	2.88	102	2.35	138	2.81	112	4.02
Benin	99	3.07	66	3.76	118	1.96	117	3.68	101	4.22
Madagascar	126	2.62	114	2.95	131	1.80	101	3.88	137	3.26
Mozambique	128	2.57	124	2.66	127	1.85	109	3.76	125	3.76
Syria	92	3.13	68	3.65	106	2.31	123	3.61	69	4.83
Kenya	87	3.18	83	3.37	112	2.14	103	3.83	139	3.17
Kyrgyz Republic	129	2.55	84	3.35	91	2.70	96	3.99	120	3.90
Mongolia	133	2.39	108	3.01	99	2.44	87	4.21	67	4.85
Tanzania	123	2.69	107	3.01	130	1.80	97	3.92	115	4.00
Paraguay	138	2.19	121	2.82	100	2.43	110	3.75	124	3.78
Algeria	105	2.96	110	2.99	107	2.30	118	3.68	95	4.38
Lesotho	112	2.86	103	3.04	132	1.74	121	3.63	114	4.01
Tajikistan	117	2.80	80	3.42	110	2.17	119	3.67	55	5.13
Cameroon	111	2.86	116	2.92	121	1.95	125	3.60	99	4.25
Burkina Faso	110	2.87	113	2.95	134	1.74	104	3.82	93	4.39
Mali	113	2.84	117	2.91	135	1.73	130	3.48	107	4.08
Nepal	135	2.35	100	3.12	133	1.74	115	3.71	127	3.61
Nigeria	131	2.45	89	3.27	105	2.32	131	3.46	133	3.38
Mauritania	125	2.62	95	3.17	119	1.96	113	3.74	130	3.50
Côte d'Ivoire	80	3.28	102	3.05	117	1.97	122	3.62	122	3.83
Venezuela	136	2.33	90	3.25	74	3.13	134	3.07	134	3.36
Zimbabwe	83	3.21	122	2.74	124	1.92	136	2.93	96	4.38
Burundi	84	3.21	123	2.71	137	1.60	133	3.09	132	3.40
Chad	132	2.39	104	3.04	139	1.53	139	2.69	136	3.33

Indeed, the second-best placed country in that group, **Costa Rica,** achieves only 50th position, followed by **Panama** at 51st and **Uruguay** at 56th. The region's most sizeable country, **Brazil,** places 73rd, behind **Mexico** at 63rd and ahead of **Colombia** at 85th. Efforts to make border agencies more efficient and to further liberalize market access would allow Brazil to benefit from its solid air transport infrastructure and its well-developed transport services. The regional ranking closes with **Venezuela** at 122nd place.

The best-performing country in **sub-Saharan Africa** is **Mauritius** at 40th, significantly outperforming **South Africa** at 62nd. Mauritius' strengths include free market access, a business-friendly environment, and fairly efficient import export procedures. South Africa, on the other hand, suffers from inefficient border procedures and low levels of physical security. The vast majority of countries from the region place in the lower half of the league table: **Botswana** ranks 76th, **Senegal** 87th, and **Nigeria** 119th.

Led by the **United Arab Emirates** (UAE) at 21st, the rankings for the **Middle East and North Africa** also reflect the region's diversity. The UAE has very successfully developed into a key logistics hub and an attractive destination for Travel & Tourism, with excellent infrastructure and efficient borders, yet some room for improvement remains with respect to market access and policy rules and regulations. The UAE is followed by **Bahrain** at 26th, **Israel** at 31st, and **Qatar** at 34th. The best-performing country from North Africa is **Tunisia,** at 47th place. Some of the larger economies in the region attain much lower rankings, such as **Egypt** at 78th or **Algeria** at 112th, mainly because of concerns related to market access.

Conclusions and the way forward

Though this is obviously a cursory look at the synergies between the two areas, the concept that the promotion of Travel & Tourism has a symbiotic relationship with the facilitation of trade seems important. This is particularly critical in an era when security and economic concerns threaten to slow—or even, in some cases, reverse—progress in opening borders.

Through joint ministerial-level meetings at World Economic Forum summits around the world, enlivened by a short open borders video, we hope to at least highlight common areas where both sectors could collaborate. In parallel, the logistics and Travel & Tourism industries are working with governments on securing transport and increasing resilience to risk—while at the same time trying to balance this growing concern for safety with ensuring the everyday access and smooth movement of people and goods.

Of course, the lens chosen here reveals only part of broader themes, among which the efforts to further liberalize services under the World Trade Organization's Doha Round are certainly key. Whereas much trade liberalization has been achieved with respect to goods trade, significant barriers still impede trade in services. Going forward, the approach underlying the OBI and the related dialogue series could be widened to include a fuller set of factors that impede or enable trade in services, of which Travel & Tourism is only one sector. Further research and more complete data will be necessary to identify those factors that could enable the flow of services across national borders. Deeper research and cooperation among the public and private sectors as well as academia on this broader issue can potentially be facilitated by the work of the World Economic Forum in this area at a later stage.

Reference

World Economic Forum. 2010. *The Global Enabling Trade Report 2010.* Geneva: World Economic Forum.

Appendix A: Open Borders Index structure

The following table lists the variables that enter the selected pillars from the Travel & Tourism Competitiveness Index (TTCI) and the Enabling Trade Index (ETI) that are used in the calculation of the Open Borders Index.

For details about the data sources for the TTCI, see the Technical Notes and Sources at the end of this *Report*. For details of data sources for the ETI, please see Appendix B.

FROM THE TRAVEL & TOURISM COMPETITIVENESS INDEX[a]

Policy rules and regulations (OBI pillar 9)

1.01 Prevalence of foreign ownership, 1–7 (best)
1.02 Property rights, 1–7 (best)
1.03 Business impact of rules on FDI, 1–7 (best)
1.04 Visa requirements,* average number of countries entirely or partially exempt from visa requirements
1.05 Openness of bilateral Air Service Agreements,* index
1.06 Transparency of government policymaking, 1–7 (best)
1.07 Time required to start a business,* number of days
1.08 Cost to start a business,* % GNI per capita
1.09 GATS commitments restrictiveness of T&T services,* index 0–100 (best)

Safety and security (OBI pillar 10)

3.01 Business costs of terrorism, 1–7 (best)
3.02 Reliability of police services, 1–7 (best)
3.03 Business costs of crime and violence, 1–7 (best)
3.04 Road traffic accidents,* deaths/100,000 population

Air transport infrastructure (OBI pillar 5)

6.01 Quality of air transport infrastructure, 1–7 (best)
6.02[b] Available seat kilometers, domestic,* millions per week
6.03[b] Available seat kilometers, international,* millions per week
6.04 Departures per 1,000 population*
6.05 Airport density,* number airports/million population
6.06 Number of operating airlines,* number
6.07 International air transport network, 1–7 (best)

Ground transport infrastructure (OBI pillar 6)

7.01 Quality of roads, 1–7 (best)
7.02 Quality of railroad infrastructure, 1–7 (best)
7.03 Quality of port infrastructure, 1–7 (best)
7.04 Quality of domestic transport network, 1–7 (best)
7.05 Road density,* km roads/100 square km of land

ICT infrastructure (OBI pillar 8)

9.01 Extent of business Internet use, 1–7 (best)
9.02 Internet users,* number/100 population
9.03 Telephone lines,* number/100 population
9.04 Broadband Internet subscribers,* number/100 population
9.05 Mobile telephone subscribers,* number/100 population

FROM THE ENABLING TRADE INDEX[a]

Market access (OBI pillar 1)

1.01 Tariff rate,* %
1.02 Non-tariff measures,* index 0–100 (best)
1.03 Complexity of tariffs,* index 1–7 (best)
    1.03a Tariff dispersion, standard deviation
    1.03b Tariff peaks, %
    1.03c Specific tariffs, %
    1.03d Distinct tariffs, number
1.04 Share of duty-free imports,* %
1.05 Tariffs faced,* %
1.06 Margin of preference in destination mkts,* index 0–100 (best)

Efficiency of customs administration (OBI pillar 2)

2.01 Burden of customs procedures, 1–7 (best)
2.02 Customs services index,* 0–12 (best)

Efficiency of import-export procedures (OBI pillar 3)

3.01 Efficiency of the clearance process,* 1–5 (best)
3.02 Time to import,* days
3.03 Documents to import,* number
3.04 Cost to import,* US$ per container
3.05 Time to export,* days
3.06 Documents to export,* number
3.07 Cost to export,* US$ per container

Transparency of border administration (OBI pillar 4)

4.01 Irregular payments in exports and imports, 1–7 (best)
4.02 Corruption Perceptions Index,* 0–10 (best)

Availability and quality of transport services (OBI pillar 7)

6.01 Liner Shipping Connectivity Index,* 0–132.5 (best)
6.02 Ease and affordability of shipment,* 1–5 (best)
6.03 Logistics competence,* 1–5 (best)
6.04 Tracking and tracing ability,* 1–5 (best)
6.05 Timeliness of shipments in reaching destination,* 1–5 (best)
6.06 Postal services efficiency, 1–7 (best)
6.07 GATS commitments in the transport sector,* index 0–1 (best)

Notes: Quantitative measures from sources other than the Executive Opinion Survey are indicated with an asterisk (*).
[a] The number for each variable refers to the number according to the TTCI and the ETI.
[b] Variables 6.02 and 6.03 from the TTCI enter the OBI Index calculation as an average (one variable).

Appendix B: Technical notes and sources for selected indicators from the Enabling Trade Index

Pillar 1: Domestic and foreign market access

1.01 Tariff rate

Trade-weighted average tariff rate | 2009, 2008 or most recent year available

This indicator is calculated as the average of the applied tariff rates, including preferential rates that a country applies to the rest of the world. The trade pattern of the importing country's reference group (2008 data) is used as a weighting.

Source: International Trade Centre

1.02 Non-tariff measures

Index of non-tariff measures (NTMs) | 2009 or most recent year available

This index is constructed as the average of two NTM-related variables. The variables included are the percentage of trade affected by non-tariff measures (NTMs) and the average number of notifications for products affected by NTMs, for products with imports larger than 0. Politically motivated NTMs, such as embargos, have been excluded.

Source: International Trade Centre; authors' calculations

1.03 Complexity of tariffs

Index of the complexity of tariffs | 2009 or most recent year available

This variable is calculated as the average of the tariff dispersion, tariff peaks, specific tariffs, and number of distinct tariffs (see descriptions below).

Tariff dispersion

Square root of the variance of tariff rates | 2009 or most recent year available

The variance is calculated at the 6-digit level of the Harmonized Schedule.

Source: International Trade Centre

Tariff peaks

Share of tariff lines with domestic peaks (percentage) | 2009 or most recent year available

This indicator reflects the total share of tariff lines in the country's most favored nation (MFN) tariff schedule for which the value is 3 times above the simple average tariff. The score is expressed as a percentage of total tariff lines.

Source: International Trade Centre

Specific tariffs

Share of tariff lines with specific tariffs (percentage) | 2009 or most recent year available

This indicator reflects the number of Harmonized Schedule (HS) tariff lines with at least one specific tariff as a percentage share of the total number of HS tariff lines.

Source: International Trade Centre

Number of distinct tariffs

Number of distinct tariffs for all sectors | 2009 or most recent year available

This indicator reflects the number of distinct tariff rates applied by a country on imports.

Source: International Trade Centre

1.04 Share of duty-free imports

Duty-free imports as a share of total imports | 2009, 2008 or most recent year available

Share of trade, excluding petroleum, that is imported free of tariff duties, taking into account most-favored nation tariffs and preferential agreements. Tariff data are from 2009 or most recent year available, and imports data are from 2008.

Source: International Trade Centre

1.05 Tariffs faced

Trade-weighted average tariff faced in destination markets | 2009, 2008 or most recent year available

This indicator is calculated as the average of the applied tariff rates, including preferential rates that the rest of the world applies to each country.

Source: International Trade Centre

1.06 Margin of preference in destination markets

Index of margin of preference in destination markets | 2009, 2008 or most recent year available

This indicator is constructed as the trade-weighted average difference between the most favored nation (MFN) tariff and the most advantageous preferential duty. It is calculated as the simple average of the absolute preference margin and the preference margin as share of MFN tariff rates.

Source: International Trade Centre

Pillar 2: Efficiency of customs administration

2.01 Burden of customs procedures

How would you rate the level of efficiency of customs procedures (related to the entry and exit of merchandise) in your country? (1 = extremely inefficient; 7 = extremely efficient) | 2008, 2009

Source: World Economic Forum, Executive Opinion Survey 2008, 2009

2.02 Customs services index

Extent of services provided by customs authorities and related agencies (0 = minimum; 12 = maximum) | 2009

This variable is based on the 15 questions in the Global Express Association (GEA)'s survey that capture different aspects of the services offered by customs and related agencies. The services included are the following: clearance of shipments via electronic data interchange; separation of physical release of goods from the fiscal control; full-time (24 hours / 7 days a week) automated processing; customs working hours adapted to commercial needs; fee for services in normal service hours; inspection and release of goods arriving by air by the operator's facility; automated risk assessment as primary basis for physical examination of shipments; multiple inspections (inspections by agencies other than customs), and the promptness of those inspections; exemptions from full customs formalities for shipments of minimal value; exemptions from duties and taxes for shipments of minimal value; clearance of shipments by a third party; appeal of customs decisions to a higher level or an independent tribunal; and use of reference prices or arbitrary uplifts to invoice values. The maximum score an economy can obtain is 12.

Source: Global Express Association

Appendix B: Technical notes and sources for selected indicators from the Enabling Trade Index *(cont'd.)*

Pillar 3: Efficiency of import-export procedures

3.01 Efficiency of the clearance process

Efficiency of the clearance process by customs and border control agencies (1 = very low; 5 = very high) | 2010

This variable assesses the effectiveness and efficiency of the clearance process by customs and other border control agencies in the eight major trading partners of each country. Respondents to the Logistics Performance Index survey were asked to evaluate the effectiveness and efficiency of clearance in the country in which they work, based on their experience in international logistics, on a 1–5 scale (1 for the lowest score, 5 for the highest) compared with generally accepted industry standards or practices.

Source: The World Bank, *Logistics Performance Index 2010*

3.02 Time to import goods

Number of days necessary to comply with all procedures required to import goods | 2009

The time calculation for a procedure starts from the moment it is initiated and runs until it is completed. If a procedure can be accelerated for an additional cost, the fastest legal procedure is chosen. It is assumed that neither the exporter nor the importer wastes time and that each commits to completing each remaining procedure without delay. Procedures that can be completed in parallel are measured as simultaneous. The waiting time between procedures—for example, during unloading of the cargo—is included in the measure.

Source: The World Bank, *Doing Business 2010*

3.03 Documents to import goods

Number of all documents required to import goods | 2009

This variable takes into account all documents required to import the goods. It is assumed that the contract has already been agreed upon and signed by both parties. Documents include bank documents, customs declaration and clearance documents, port filing documents, import licenses, and other official documents exchanged between the concerned parties. Documents filed simultaneously are considered different documents but with the same time frame for completion.

Source: The World Bank, *Doing Business 2010*

3.04 Cost to import goods

Cost (US$ per container) associated with all the procedures required to import goods | 2009

This variable measures the fees levied on a 20-foot container in US dollars. All the fees associated with completing the procedures to export or import the goods are included. These include costs for documents, administrative fees for customs clearance and technical control, terminal handling charges, and inland transport. The cost measure does not include tariffs or trade taxes. Only official costs are recorded.

Source: The World Bank, *Doing Business 2010*

3.05 Time to export goods

Number of days necessary to comply with all procedures required to export goods | 2009

The time calculation for a procedure starts from the moment it is initiated and runs until it is completed. If a procedure can be accelerated for an additional cost, the fastest legal procedure is chosen. It is assumed that neither the exporter nor the importer wastes time and that each commits to completing each remaining procedure without delay. Procedures that can be completed in parallel are measured as simultaneous. The waiting time between procedures—for example, during loading of the cargo—is included in the measure.

Source: The World Bank, *Doing Business 2010*

3.06 Documents to export goods

Number of documents required to export goods | 2009

This variable takes into account all documents required to export goods. It is assumed that the contract has already been agreed upon and signed by both parties. Documents include bank documents, customs declaration and clearance documents, port filing documents, import licenses, and other official documents exchanged between the concerned parties. Documents filed simultaneously are considered different documents but with the same time frame for completion.

Source: The World Bank, *Doing Business 2010*

3.07 Cost to export goods

Cost (US$ per container) associated with all the procedures required to export goods | 2009

This variable measures the fees levied on a 20-foot container in US dollars. All the fees associated with completing the procedures to export or import the goods are included. These include costs for documents, administrative fees for customs clearance and technical control, terminal handling charges, and inland transport. The cost measure does not include tariffs or trade taxes. Only official costs are recorded.

Source: The World Bank, *Doing Business 2010*

Pillar 4: Transparency of border administration

4.01 Irregular payments in exports and imports

In your country, how common is it for firms to make undocumented extra payments or bribes connected with imports and exports? (1 = common; 7 = never occurs) | 2008, 2009

Source: World Economic Forum, Executive Opinion Survey 2008, 2009

4.02 Corruption Perceptions Index

Index of the perceived level of public-sector corruption (0 = very high; 10 = very low) | 2009

The Corruption Perceptions Index score relates to perceptions of the degree of public-sector corruption as seen by business people and country analysts and ranges between 0 (high) and 10 (low).

Source: Transparency International

Pillar 6: Availability and quality of transport services

6.01 Liner Shipping Connectivity Index

Quantity of services provided by liner companies | 2009

The Liner Shipping Connectivity Index is an indicator of liner shipping connectivity, based on indicators of service supply per country. The index is comprised of a list of quantitative indicators for service parameters available in each country. The variables included in this index are: number of ships, liner companies, liner services, twenty-foot equivalent unit (TEU) capacity, and maximum ship size.

Source: UNCTAD, Transport Section, Trade Logistics Branch,

Cont'd.

Appendix B: Technical notes and sources for selected indicators from the Enabling Trade Index *(cont'd.)*

6.02 Ease and affordability of shipment

Ease of arranging competitively priced international shipments (1 = very low; 5 = very high) | 2010

This variable assesses the ease and affordability associated with arranging international shipments. Respondents to the LPI survey were asked to evaluate the ease and affordability associated with arranging international shipments to or from eight countries (major trading partners) with which they conduct business. Performance was evaluated using a scale from 1 to 5 (1 for the lowest score, 5 for the highest), based on their experience in international logistics and in accordance with generally accepted industry standards or practices.

Source: The World Bank, *Logistics Performance Index 2010*

6.03 Logistics competence

Competence and quality of logistics services (e.g., transport operators, customs brokers) (1 = very low; 5 = very high) | 2010

This variable evaluates the competence of the local logistics industry. Respondents to the LPI survey were asked to evaluate the competence of the local logistics industry in the eight countries (major trading partners) with which they conduct business. Performance was evaluated using a scale from 1 to 5 (1 for the lowest score, 5 for the highest), based on their experience in international logistics and in accordance with generally accepted industry standards or practices.

Source: The World Bank, *Logistics Performance Index 2010*

6.04 Tracking and tracing ability

Ability to track and trace consignments (1 = very low; 5 = very high) | 2010

This variable assesses the ability to track and trace international shipments (consignments). Respondents to the LPI survey were asked to evaluate the ability to track and trace international shipments (consignments) when shipping to or from eight countries (major trading partners) with which they conduct business. Performance was evaluated using a scale from 1 to 5 (1 for the lowest score, 5 for the highest), based on their experience in international logistics and in accordance with generally accepted industry standards or practices.

Source: The World Bank, *Logistics Performance Index 2010*

6.05 Timeliness of shipments in reaching destination

Frequency of shipments reaching the consignee within the scheduled delivery (1 = very low; 5 = very high) | 2010

This variable assesses how often shipments reach the consignee within the scheduled delivery time. Respondents to the LPI survey were asked to evaluate the timeliness of shipments in reaching destination when arranging shipments to eight countries (major trading partners) with which they conduct business. Performance was evaluated using a scale from 1 to 5 (1 for the lowest score, 5 for the highest), based on their experience in international logistics and in accordance with generally accepted industry standards or practices.

Source: The World Bank, *Logistics Perception Index 2010*

6.06 Postal services efficiency

To what extent do you trust your country's postal system to have a friend mail a small package worth US$100 to you? (1 = do not trust at all; 7 = trust completely) | 2008, 2009

Source: World Economic Forum, Executive Opinion Survey 2008, 2009

6.07 GATS commitments in the transport sector

Index of commitments in the transport sector under the General Agreement on Trade in Services (GATS) | 2009

The indicator measures the extent of commitments for trade-related services in the transportation sector under the General Agreement on Trade in Services (GATS). It covers the following sectors: air transport services, maritime transport services (only for non-landlocked countries), rail transport services, road transport services, and services auxiliary to all modes of transport. Passenger transport has been excluded across all sectors. Only subsectors where commitments to opening up completely have been taken into account and the results have been weighted by 2007 global trade data.

Source: International Trade Centre and authors' calculations

Part 2

Country/Economy Profiles and Data Presentation

2.1

Country/Economy Profiles

How to Read the Country/Economy Profiles

ROBERTO CROTTI, World Economic Forum

This section presents two-page profiles for all the 139 economies included in *The Travel & Tourism Competitiveness Report 2011*.

Left-hand page

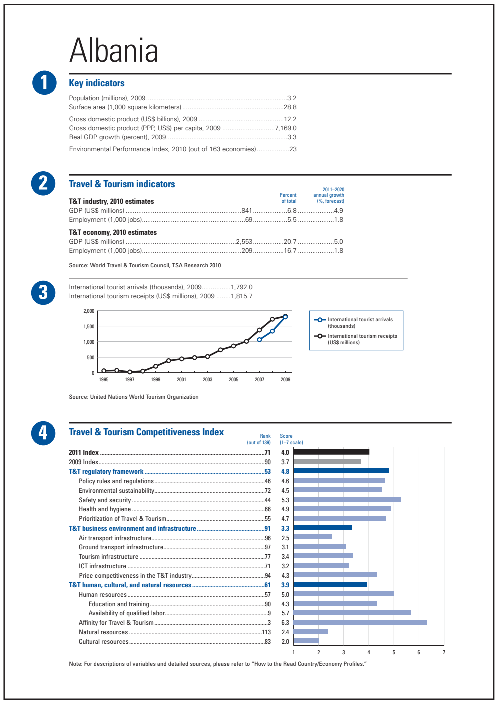
① Key indicators

The first section presents several key indicators that give a sense of the size of the country and its economy. Population and surface area figures are from the World Bank's *World Development Indicators Online Database* (December 2010). GDP numbers are from the International Monetary Fund (IMF)'s *World Economic Outlook Database* (October 2010 edition). The Environmental Performance Index rankings are from YCELP, Yale University and CIESIN, Columbia University. National sources have been consulted where appropriate.

Travel & Tourism indicators

The second section presents Travel & Tourism (T&T) indicators that aim to provide a measure of the past, current, and projected future activity of Travel & Tourism in each economy. This section is in turn split into two parts:

② The first part presents data from the Tourism Satellite Accounting Research carried out annually by the World Travel & Tourism Council (WTTC). Developed by the United Nations World Tourism Organization (UNWTO), the Organisation for Economic Co-operation and Development (OECD), and Eurostat, the Tourism Satellite Accounting (TSA) framework is a statistical tool—including concepts, definitions, aggregates, classifications, and tables—that is compatible with international national accounting guidelines and allows for valid international comparisons. The TSA also makes these estimates comparable with other internationally recognized macroeconomic aggregates and compilations. Using the TSA approach, WTTC estimates the current and projected future economic contribution of Travel & Tourism in terms of an economy's GDP and employment. WTTC defines the **T&T industry** as a narrow perspective of T&T activity that captures the production-side industry contribution (that is, direct impact only). The **T&T economy** is a broader perspective of Travel & Tourism that takes into consideration the direct as well as the indirect contributions by traditional travel service providers and industry suppliers within the resident economy.



Albania

① **Key indicators**

Population (millions), 2009	3.2
Surface area (1,000 square kilometers)	28.8
Gross domestic product (US$ billions), 2009	12.2
Gross domestic product (PPP, US$) per capita, 2009	7,169.0
Real GDP growth (percent), 2009	3.3
Environmental Performance Index, 2010 (out of 163 economies)	23

② **Travel & Tourism indicators**

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	841	6.8	4.9
Employment (1,000 jobs)	69	5.5	1.8
T&T economy, 2010 estimates			
GDP (US$ millions)	2,553	20.7	5.0
Employment (1,000 jobs)	209	16.7	1.8

Source: World Travel & Tourism Council, TSA Research 2010

③

International tourist arrivals (thousands), 2009	1,792.0
International tourism receipts (US$ millions), 2009	1,815.7

Source: United Nations World Tourism Organization

④ **Travel & Tourism Competitiveness Index**

	Rank (out of 139)	Score (1–7 scale)
2011 Index	71	4.0
2009 Index	90	3.7
T&T regulatory framework	53	4.8
Policy rules and regulations	46	4.6
Environmental sustainability	72	4.5
Safety and security	44	5.3
Health and hygiene	66	4.9
Prioritization of Travel & Tourism	55	4.7
T&T business environment and infrastructure	91	3.3
Air transport infrastructure	96	2.5
Ground transport infrastructure	97	3.1
Tourism infrastructure	77	3.4
ICT infrastructure	71	3.2
Price competitiveness in the T&T industry	94	4.3
T&T human, cultural, and natural resources	61	3.9
Human resources	57	5.0
Education and training	90	4.3
Availability of qualified labor	9	5.7
Affinity for Travel & Tourism	3	6.3
Natural resources	113	2.4
Cultural resources	83	2.0

Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

This latter perspective is used when one wants to understand the total impact of Travel & Tourism on the resident economy. More information regarding WTTC's TSA Research, along with details on the methodology and data, are available at http://www.wttc.org/eng/Tourism_Research/.

③ The second part of the T&T indicators presents data on international tourist arrivals and international tourism receipts over the period 1995 to 2009. However, depending on data availability, data may be missing for particular years. The graph shows all available data during this period for each economy. The data for these indicators were provided by the UNWTO.

The number of **international tourist arrivals,** expressed in thousands, is the most common unit of measure used to quantify the volume of international tourism for statistical purposes. It includes exclusively overnight visitors—that is, tourists who stay at least one night in a collective or private accommodation in the country visited. Same-day visitors are not included. The number of arrivals does not necessarily correspond to the number of persons. The same person who makes several trips to a given country during a given period will be counted as a new arrival each time.

International tourism receipts, expressed in millions of current US dollars, are the receipts earned by a destination country from inbound tourism and cover all tourism receipts resulting from expenditures made by visitors from abroad on, for instance, lodging, food and drink, fuel, transport in the country, entertainment, shopping, and so on. This measure includes receipts generated by overnight as well as by same-day trips. Receipts from same-day trips can be substantial, as in the case of countries where a lot of shopping for goods and services takes place by visitors from neighboring countries.

④ Travel & Tourism Competitiveness Index

The third section of the page presents the economy's performance on the Travel & Tourism Competitiveness Index (TTCI) and its various components. For further analysis, the Data Tables at the end of the *Report* provide detailed rankings and scores for each of the variables included in the TTCI.

Right-hand page

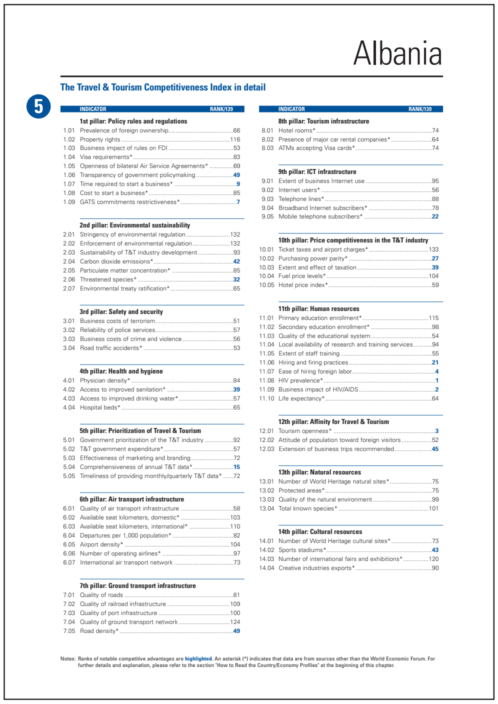
⑤ Travel & Tourism Competitiveness Index in detail

This page presents the rank achieved by a country on each of the indicators entering the composition of the TTCI. Indicators are organized by pillar. Please refer to Appendix A of Chapter 1.1 for the detailed structure of the TTCI.

The ranks of those indicators that constitute a notable competitive advantage are highlighted in blue bold typeface. Competitive advantages are defined as follows:

- For those economies ranked in the top 10 in the overall TTCI, individual indicators ranked from 1 through 10 are considered to be advantages. For example, Germany—which is ranked 2nd overall—is ranked 3rd on indicator 6.01, *Quality of air transport infrastructure,* making this indicator a competitive advantage.

- For those economies ranked from 11th to 50th on the overall TTCI, variables ranked higher than the economy's overall rank are considered to be advantages. In the case of Montenegro, ranked 36th overall, its rank of 35th on indicator 1.04, *Visa requirements,* makes this indicator a competitive advantage.



Albania

The Travel & Tourism Competitiveness Index in detail

⑤

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	66
1.02	Property rights	116
1.03	Business impact of rules on FDI	53
1.04	Visa requirements*	83
1.05	Openness of bilateral Air Service Agreements*	69
1.06	Transparency of government policymaking	**49**
1.07	Time required to start a business*	**9**
1.08	Cost to start a business*	85
1.09	GATS commitments restrictiveness*	**7**
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	132
2.02	Enforcement of environmental regulation	132
2.03	Sustainability of T&T industry development	93
2.04	Carbon dioxide emissions*	**42**
2.05	Particulate matter concentration*	85
2.06	Threatened species*	**32**
2.07	Environmental treaty ratification*	65
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	51
3.02	Reliability of police services	57
3.03	Business costs of crime and violence	56
3.04	Road traffic accidents*	53
	4th pillar: Health and hygiene	
4.01	Physician density*	84
4.02	Access to improved sanitation*	**39**
4.03	Access to improved drinking water*	57
4.04	Hospital beds*	65
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	92
5.02	T&T government expenditure*	57
5.03	Effectiveness of marketing and branding	72
5.04	Comprehensiveness of annual T&T data*	**15**
5.05	Timeliness of providing monthly/quarterly T&T data*	72
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	58
6.02	Available seat kilometers, domestic*	103
6.03	Available seat kilometers, international*	110
6.04	Departures per 1,000 population*	82
6.05	Airport density*	104
6.06	Number of operating airlines*	97
6.07	International air transport network	73
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	81
7.02	Quality of railroad infrastructure	109
7.03	Quality of port infrastructure	100
7.04	Quality of ground transport network	124
7.05	Road density*	**49**

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	74
8.02	Presence of major car rental companies*	64
8.03	ATMs accepting Visa cards*	74
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	95
9.02	Internet users*	56
9.03	Telephone lines*	88
9.04	Broadband Internet subscribers*	78
9.05	Mobile telephone subscribers*	**22**
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	133
10.02	Purchasing power parity*	**27**
10.03	Extent and effect of taxation	**39**
10.04	Fuel price levels*	104
10.05	Hotel price index*	59
	11th pillar: Human resources	
11.01	Primary education enrollment*	115
11.02	Secondary education enrollment*	98
11.03	Quality of the educational system	54
11.04	Local availability of research and training services	94
11.05	Extent of staff training	55
11.06	Hiring and firing practices	**21**
11.07	Ease of hiring foreign labor	**4**
11.08	HIV prevalence*	**1**
11.09	Business impact of HIV/AIDS	**2**
11.10	Life expectancy*	64
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	**3**
12.02	Attitude of population toward foreign visitors	52
12.03	Extension of business trips recommended	**45**
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	75
13.02	Protected areas*	75
13.03	Quality of the natural environment	99
13.04	Total known species*	101
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	73
14.02	Sports stadiums*	**43**
14.03	Number of international fairs and exhibitions*	120
14.04	Creative industries exports*	90

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

- For those economies with an overall rank on the TTCI lower than 50, any individual indicators ranked higher than 51 are considered to be advantages. For Moldova, ranked 99th overall, indicator 1.07, *Time required to start a business,* where Moldova ranks 40th, constitutes a competitive advantage for the country.

List of Countries/Economies

Albania

Key indicators

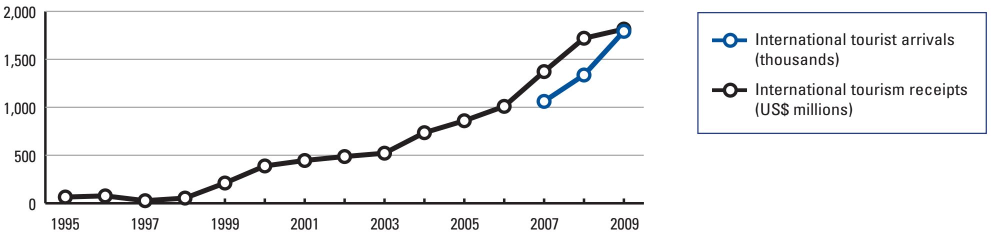
Population (millions), 2009	3.2
Surface area (1,000 square kilometers)	28.8
Gross domestic product (US$ billions), 2009	12.2
Gross domestic product (PPP, US$) per capita, 2009	7,169.0
Real GDP growth (percent), 2009	3.3
Environmental Performance Index, 2010 (out of 163 economies)	23

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	841	6.8	4.9
Employment (1,000 jobs)	69	5.5	1.8
T&T economy, 2010 estimates			
GDP (US$ millions)	2,553	20.7	5.0
Employment (1,000 jobs)	209	16.7	1.8

Source: World Travel & Tourism Council, TSA Research 2010

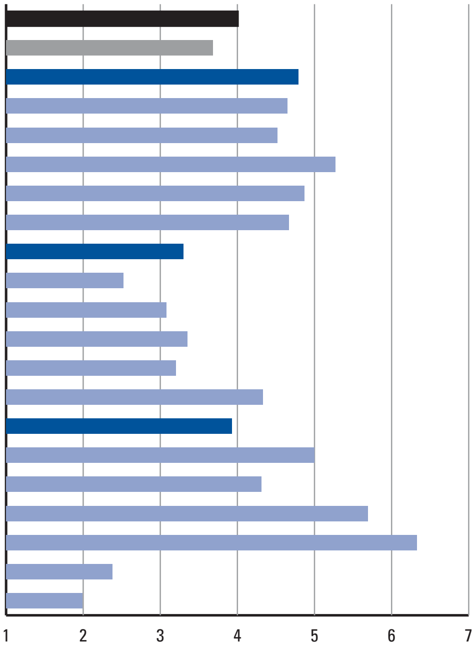
International tourist arrivals (thousands), 2009	1,792.0
International tourism receipts (US$ millions), 2009	1,815.7



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**71**	**4.0**
2009 Index	90	3.7
T&T regulatory framework	**53**	**4.8**
Policy rules and regulations	46	4.6
Environmental sustainability	72	4.5
Safety and security	44	5.3
Health and hygiene	66	4.9
Prioritization of Travel & Tourism	55	4.7
T&T business environment and infrastructure	**91**	**3.3**
Air transport infrastructure	96	2.5
Ground transport infrastructure	97	3.1
Tourism infrastructure	77	3.4
ICT infrastructure	71	3.2
Price competitiveness in the T&T industry	94	4.3
T&T human, cultural, and natural resources	**61**	**3.9**
Human resources	57	5.0
Education and training	90	4.3
Availability of qualified labor	9	5.7
Affinity for Travel & Tourism	3	6.3
Natural resources	113	2.4
Cultural resources	83	2.0



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Albania

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	66
1.02	Property rights	116
1.03	Business impact of rules on FDI	53
1.04	Visa requirements*	83
1.05	Openness of bilateral Air Service Agreements*	69
1.06	Transparency of government policymaking	**49**
1.07	Time required to start a business*	**9**
1.08	Cost to start a business*	85
1.09	GATS commitments restrictiveness*	**7**
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	132
2.02	Enforcement of environmental regulation	132
2.03	Sustainability of T&T industry development	93
2.04	Carbon dioxide emissions*	**42**
2.05	Particulate matter concentration*	85
2.06	Threatened species*	**32**
2.07	Environmental treaty ratification*	65
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	51
3.02	Reliability of police services	57
3.03	Business costs of crime and violence	56
3.04	Road traffic accidents*	53
	4th pillar: Health and hygiene	
4.01	Physician density*	84
4.02	Access to improved sanitation*	**39**
4.03	Access to improved drinking water*	57
4.04	Hospital beds*	65
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	92
5.02	T&T government expenditure*	57
5.03	Effectiveness of marketing and branding	72
5.04	Comprehensiveness of annual T&T data*	**15**
5.05	Timeliness of providing monthly/quarterly T&T data*	72
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	58
6.02	Available seat kilometers, domestic*	103
6.03	Available seat kilometers, international*	110
6.04	Departures per 1,000 population*	82
6.05	Airport density*	104
6.06	Number of operating airlines*	97
6.07	International air transport network	73
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	81
7.02	Quality of railroad infrastructure	109
7.03	Quality of port infrastructure	100
7.04	Quality of ground transport network	124
7.05	Road density*	**49**

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	74
8.02	Presence of major car rental companies*	64
8.03	ATMs accepting Visa cards*	74
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	95
9.02	Internet users*	56
9.03	Telephone lines*	88
9.04	Broadband Internet subscribers*	78
9.05	Mobile telephone subscribers*	**22**
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	133
10.02	Purchasing power parity*	**27**
10.03	Extent and effect of taxation	**39**
10.04	Fuel price levels*	104
10.05	Hotel price index*	59
	11th pillar: Human resources	
11.01	Primary education enrollment*	115
11.02	Secondary education enrollment*	98
11.03	Quality of the educational system	54
11.04	Local availability of research and training services	94
11.05	Extent of staff training	55
11.06	Hiring and firing practices	**21**
11.07	Ease of hiring foreign labor	**4**
11.08	HIV prevalence*	**1**
11.09	Business impact of HIV/AIDS	**2**
11.10	Life expectancy*	64
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	**3**
12.02	Attitude of population toward foreign visitors	52
12.03	Extension of business trips recommended	**45**
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	75
13.02	Protected areas*	75
13.03	Quality of the natural environment	99
13.04	Total known species*	101
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	73
14.02	Sports stadiums*	**43**
14.03	Number of international fairs and exhibitions*	120
14.04	Creative industries exports*	90

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Algeria

Key indicators

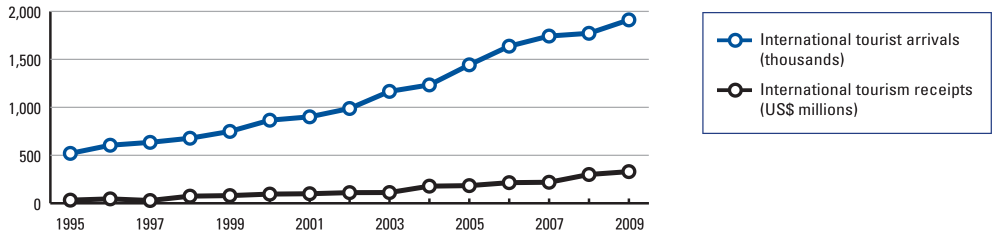
Population (millions), 2009	34.9
Surface area (1,000 square kilometers)	2,381.7
Gross domestic product (US$ billions), 2009	139.8
Gross domestic product (PPP, US$) per capita, 2009	6,884.8
Real GDP growth (percent), 2009	2.4
Environmental Performance Index, 2010 (out of 163 economies)	42

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	2,907	1.9	4.8
Employment (1,000 jobs)	176	1.8	3.0
T&T economy, 2010 estimates			
GDP (US$ millions)	8,871	5.9	5.0
Employment (1,000 jobs)	498	5.2	3.2

Source: World Travel & Tourism Council, TSA Research 2010

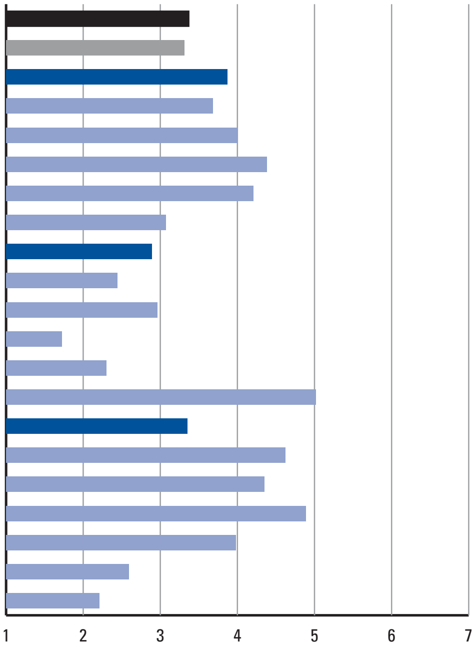
International tourist arrivals (thousands), 2009	1,911.5
International tourism receipts (US$ millions), 2009	330.0



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**113**	**3.4**
2009 Index	115	3.3
T&T regulatory framework	**112**	**3.9**
Policy rules and regulations	118	3.7
Environmental sustainability	120	4.0
Safety and security	95	4.4
Health and hygiene	84	4.2
Prioritization of Travel & Tourism	130	3.1
T&T business environment and infrastructure	**110**	**2.9**
Air transport infrastructure	103	2.4
Ground transport infrastructure	105	3.0
Tourism infrastructure	122	1.7
ICT infrastructure	107	2.3
Price competitiveness in the T&T industry	35	5.0
T&T human, cultural, and natural resources	**116**	**3.4**
Human resources	91	4.6
Education and training	86	4.4
Availability of qualified labor	90	4.9
Affinity for Travel & Tourism	129	4.0
Natural resources	99	2.6
Cultural resources	72	2.2



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Algeria

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	123
1.02	Property rights	106
1.03	Business impact of rules on FDI	125
1.04	Visa requirements*	125
1.05	Openness of bilateral Air Service Agreements*	108
1.06	Transparency of government policymaking	121
1.07	Time required to start a business*	87
1.08	Cost to start a business*	74
1.09	GATS commitments*	n/a
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	93
2.02	Enforcement of environmental regulation	92
2.03	Sustainability of T&T industry development	114
2.04	Carbon dioxide emissions*	71
2.05	Particulate matter concentration*	111
2.06	Threatened species*	97
2.07	Environmental treaty ratification*	81
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	128
3.02	Reliability of police services	79
3.03	Business costs of crime and violence	74
3.04	Road traffic accidents*	n/a
	4th pillar: Health and hygiene	
4.01	Physician density*	81
4.02	Access to improved sanitation*	**50**
4.03	Access to improved drinking water*	102
4.04	Hospital beds*	85
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	109
5.02	T&T government expenditure*	125
5.03	Effectiveness of marketing and branding	127
5.04	Comprehensiveness of annual T&T data*	115
5.05	Timeliness of providing monthly/quarterly T&T data*	109
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	98
6.02	Available seat kilometers, domestic*	**42**
6.03	Available seat kilometers, international*	71
6.04	Departures per 1,000 population*	94
6.05	Airport density*	56
6.06	Number of operating airlines*	82
6.07	International air transport network	113
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	66
7.02	Quality of railroad infrastructure	65
7.03	Quality of port infrastructure	115
7.04	Quality of ground transport network	112
7.05	Road density*	124

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	104
8.02	Presence of major car rental companies*	112
8.03	ATMs accepting Visa cards*	135
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	138
9.02	Internet users*	95
9.03	Telephone lines*	101
9.04	Broadband Internet subscribers*	82
9.05	Mobile telephone subscribers*	72
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	63
10.02	Purchasing power parity*	**38**
10.03	Extent and effect of taxation	56
10.04	Fuel price levels*	**8**
10.05	Hotel price index*	98
	11th pillar: Human resources	
11.01	Primary education enrollment*	70
11.02	Secondary education enrollment*	81
11.03	Quality of the educational system	117
11.04	Local availability of research and training services	105
11.05	Extent of staff training	103
11.06	Hiring and firing practices	78
11.07	Ease of hiring foreign labor	116
11.08	HIV prevalence*	**20**
11.09	Business impact of HIV/AIDS	63
11.10	Life expectancy*	84
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	137
12.02	Attitude of population toward foreign visitors	100
12.03	Extension of business trips recommended	108
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	**43**
13.02	Protected areas*	87
13.03	Quality of the natural environment	107
13.04	Total known species*	85
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	**29**
14.02	Sports stadiums*	91
14.03	Number of international fairs and exhibitions*	94
14.04	Creative industries exports*	117

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Angola

Key indicators

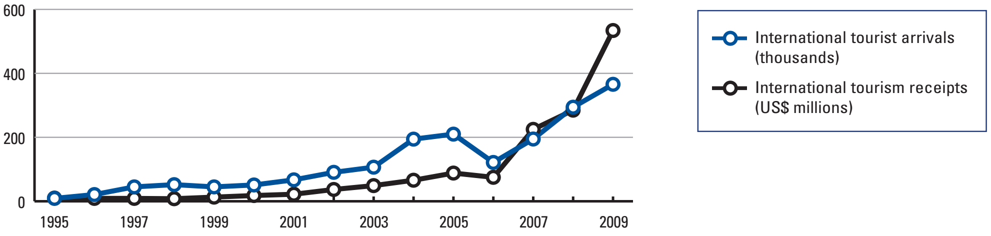
Population (millions), 2009	18.5
Surface area (1,000 square kilometers)	1,246.7
Gross domestic product (US$ billions), 2009	74.5
Gross domestic product (PPP, US$) per capita, 2009	6,181.4
Real GDP growth (percent), 2009	0.7
Environmental Performance Index, 2010 (out of 163 economies)	160

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	531	0.8	4.8
Employment (1,000 jobs)	26	0.6	1.1
T&T economy, 2010 estimates			
GDP (US$ millions)	7,428	10.8	4.6
Employment (1,000 jobs)	387	8.9	0.9

Source: World Travel & Tourism Council, TSA Research 2010

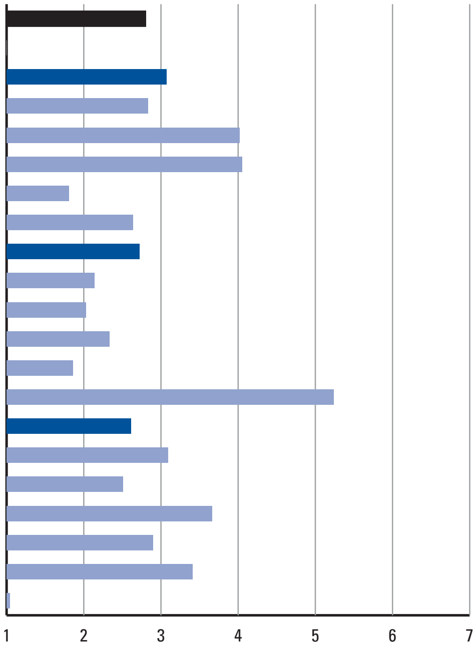
International tourist arrivals (thousands), 2009	365.8
International tourism receipts (US$ millions), 2009	534.0



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**138**	**2.8**
2009 Index	n/a	n/a
T&T regulatory framework	**138**	**3.1**
Policy rules and regulations	137	2.8
Environmental sustainability	119	4.0
Safety and security	111	4.1
Health and hygiene	129	1.8
Prioritization of Travel & Tourism	136	2.6
T&T business environment and infrastructure	**121**	**2.7**
Air transport infrastructure	126	2.1
Ground transport infrastructure	139	2.0
Tourism infrastructure	103	2.3
ICT infrastructure	126	1.9
Price competitiveness in the T&T industry	13	5.2
T&T human, cultural, and natural resources	**139**	**2.6**
Human resources	138	3.1
Education and training	137	2.5
Availability of qualified labor	131	3.7
Affinity for Travel & Tourism	139	2.9
Natural resources	58	3.4
Cultural resources	135	1.0



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Angola

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139

1st pillar: Policy rules and regulations

1.01	Prevalence of foreign ownership	83
1.02	Property rights	130
1.03	Business impact of rules on FDI	120
1.04	Visa requirements*	139
1.05	Openness of bilateral Air Service Agreements*	132
1.06	Transparency of government policymaking	127
1.07	Time required to start a business*	129
1.08	Cost to start a business*	133
1.09	GATS commitments*	**14**

2nd pillar: Environmental sustainability

2.01	Stringency of environmental regulation	99
2.02	Enforcement of environmental regulation	131
2.03	Sustainability of T&T industry development	138
2.04	Carbon dioxide emissions*	**45**
2.05	Particulate matter concentration*	106
2.06	Threatened species*	**33**
2.07	Environmental treaty ratification*	117

3rd pillar: Safety and security

3.01	Business costs of terrorism	**17**
3.02	Reliability of police services	83
3.03	Business costs of crime and violence	98
3.04	Road traffic accidents*	133

4th pillar: Health and hygiene

4.01	Physician density*	124
4.02	Access to improved sanitation*	96
4.03	Access to improved drinking water*	130
4.04	Hospital beds*	117

5th pillar: Prioritization of Travel & Tourism

5.01	Government prioritization of the T&T industry	137
5.02	T&T government expenditure*	126
5.03	Effectiveness of marketing and branding	138
5.04	Comprehensiveness of annual T&T data*	74
5.05	Timeliness of providing monthly/quarterly T&T data*	109

6th pillar: Air transport infrastructure

6.01	Quality of air transport infrastructure	128
6.02	Available seat kilometers, domestic*	103
6.03	Available seat kilometers, international*	79
6.04	Departures per 1,000 population*	n/a
6.05	Airport density*	136
6.06	Number of operating airlines*	104
6.07	International air transport network	116

7th pillar: Ground transport infrastructure

7.01	Quality of roads	115
7.02	Quality of railroad infrastructure	107
7.03	Quality of port infrastructure	136
7.04	Quality of ground transport network	139
7.05	Road density*	n/a

	INDICATOR	RANK/139

8th pillar: Tourism infrastructure

8.01	Hotel rooms*	121
8.02	Presence of major car rental companies*	80
8.03	ATMs accepting Visa cards*	103

9th pillar: ICT infrastructure

9.01	Extent of business Internet use	127
9.02	Internet users*	125
9.03	Telephone lines*	120
9.04	Broadband Internet subscribers*	114
9.05	Mobile telephone subscribers*	118

10th pillar: Price competitiveness in the T&T industry

10.01	Ticket taxes and airport charges*	**28**
10.02	Purchasing power parity*	87
10.03	Extent and effect of taxation	**30**
10.04	Fuel price levels*	**14**
10.05	Hotel price index*	n/a

11th pillar: Human resources

11.01	Primary education enrollment*	n/a
11.02	Secondary education enrollment*	139
11.03	Quality of the educational system	139
11.04	Local availability of research and training services	133
11.05	Extent of staff training	**39**
11.06	Hiring and firing practices	81
11.07	Ease of hiring foreign labor	136
11.08	HIV prevalence*	120
11.09	Business impact of HIV/AIDS	126
11.10	Life expectancy*	137

12th pillar: Affinity for Travel & Tourism

12.01	Tourism openness*	132
12.02	Attitude of population toward foreign visitors	138
12.03	Extension of business trips recommended	139

13th pillar: Natural resources

13.01	Number of World Heritage natural sites*	75
13.02	Protected areas*	54
13.03	Quality of the natural environment	125
13.04	Total known species*	**19**

14th pillar: Cultural resources

14.01	Number of World Heritage cultural sites*	122
14.02	Sports stadiums*	137
14.03	Number of international fairs and exhibitions*	106
14.04	Creative industries exports*	n/a

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Argentina

Key indicators

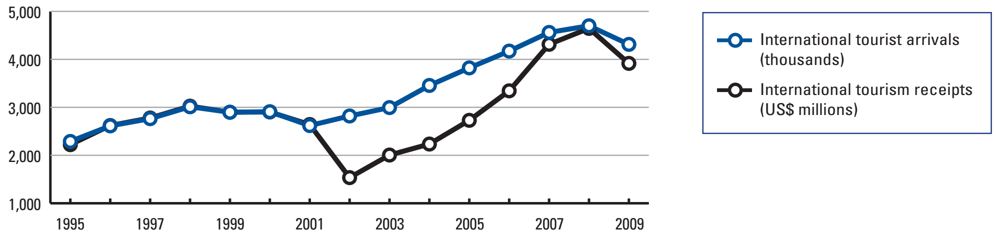
Population (millions), 2009	40.3
Surface area (1,000 square kilometers)	2,780.4
Gross domestic product (US$ billions), 2009	310.1
Gross domestic product (PPP, US$) per capita, 2009	14,525.0
Real GDP growth (percent), 2009	0.9
Environmental Performance Index, 2010 (out of 163 economies)	70

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	8,291	2.6	4.5
Employment (1,000 jobs)	625	3.6	2.6
T&T economy, 2010 estimates			
GDP (US$ millions)	23,332	7.3	5.0
Employment (1,000 jobs)	1,492	8.6	2.9

Source: World Travel & Tourism Council, TSA Research 2010

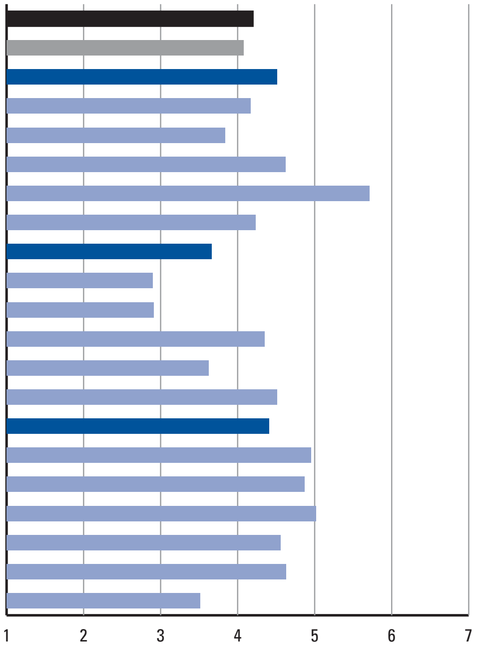
International tourist arrivals (thousands), 2009	4,312.7
International tourism receipts (US$ millions), 2009	3,916.3



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**60**	**4.2**
2009 Index	65	4.1
T&T regulatory framework	**72**	**4.5**
Policy rules and regulations	89	4.2
Environmental sustainability	130	3.8
Safety and security	77	4.6
Health and hygiene	40	5.7
Prioritization of Travel & Tourism	92	4.2
T&T business environment and infrastructure	**70**	**3.7**
Air transport infrastructure	73	2.9
Ground transport infrastructure	107	2.9
Tourism infrastructure	55	4.3
ICT infrastructure	53	3.6
Price competitiveness in the T&T industry	70	4.5
T&T human, cultural, and natural resources	**35**	**4.4**
Human resources	61	4.9
Education and training	56	4.9
Availability of qualified labor	79	5.0
Affinity for Travel & Tourism	72	4.6
Natural resources	20	4.6
Cultural resources	38	3.5



Note: For descriptions of variables and detailed sources, please refer to “How to the Read Country/Economy Profiles.”

Argentina

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	**33**
1.02	Property rights	134
1.03	Business impact of rules on FDI	134
1.04	Visa requirements*	**32**
1.05	Openness of bilateral Air Service Agreements*	81
1.06	Transparency of government policymaking	129
1.07	Time required to start a business*	89
1.08	Cost to start a business*	80
1.09	GATS commitments*	**17**
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	119
2.02	Enforcement of environmental regulation	134
2.03	Sustainability of T&T industry development	100
2.04	Carbon dioxide emissions*	78
2.05	Particulate matter concentration*	113
2.06	Threatened species*	109
2.07	Environmental treaty ratification*	65
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	**34**
3.02	Reliability of police services	121
3.03	Business costs of crime and violence	116
3.04	Road traffic accidents*	**50**
	4th pillar: Health and hygiene	
4.01	Physician density*	**28**
4.02	Access to improved sanitation*	66
4.03	Access to improved drinking water*	57
4.04	Hospital beds*	**41**
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	100
5.02	T&T government expenditure*	95
5.03	Effectiveness of marketing and branding	81
5.04	Comprehensiveness of annual T&T data*	58
5.05	Timeliness of providing monthly/quarterly T&T data*	72
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	115
6.02	Available seat kilometers, domestic*	**20**
6.03	Available seat kilometers, international*	**35**
6.04	Departures per 1,000 population*	77
6.05	Airport density*	**42**
6.06	Number of operating airlines*	**49**
6.07	International air transport network	102
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	89
7.02	Quality of railroad infrastructure	82
7.03	Quality of port infrastructure	88
7.04	Quality of ground transport network	99
7.05	Road density*	117

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	54
8.02	Presence of major car rental companies*	**1**
8.03	ATMs accepting Visa cards*	71
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	84
9.02	Internet users*	67
9.03	Telephone lines*	53
9.04	Broadband Internet subscribers*	**46**
9.05	Mobile telephone subscribers*	**25**
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	121
10.02	Purchasing power parity*	56
10.03	Extent and effect of taxation	137
10.04	Fuel price levels*	**32**
10.05	Hotel price index*	**37**
	11th pillar: Human resources	
11.01	Primary education enrollment*	**21**
11.02	Secondary education enrollment*	75
11.03	Quality of the educational system	90
11.04	Local availability of research and training services	**42**
11.05	Extent of staff training	79
11.06	Hiring and firing practices	134
11.07	Ease of hiring foreign labor	**38**
11.08	HIV prevalence*	88
11.09	Business impact of HIV/AIDS	72
11.10	Life expectancy*	**38**
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	105
12.02	Attitude of population toward foreign visitors	112
12.03	Extension of business trips recommended	**14**
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	**10**
13.02	Protected areas*	93
13.03	Quality of the natural environment	102
13.04	Total known species*	**13**
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	53
14.02	Sports stadiums*	**37**
14.03	Number of international fairs and exhibitions*	**21**
14.04	Creative industries exports*	57

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Armenia

Key indicators

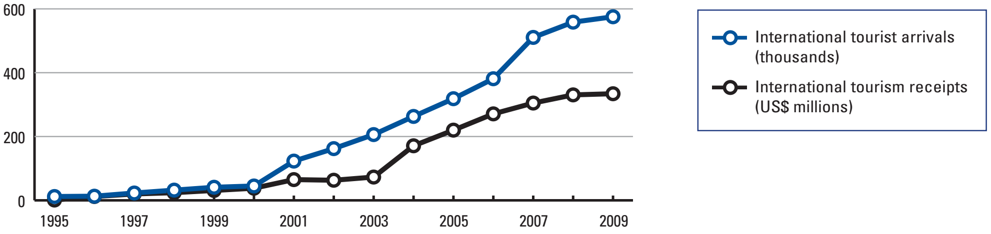
Population (millions), 2009	3.1
Surface area (1,000 square kilometers)	29.7
Gross domestic product (US$ billions), 2009	8.5
Gross domestic product (PPP, US$) per capita, 2009	4,982.5
Real GDP growth (percent), 2009	–14.2
Environmental Performance Index, 2010 (out of 163 economies)	76

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	189	2.2	2.4
Employment (1,000 jobs)	20	1.7	–2.5
T&T economy, 2010 estimates			
GDP (US$ millions)	894	10.3	3.9
Employment (1,000 jobs)	95	8.3	–1.0

Source: World Travel & Tourism Council, TSA Research 2010

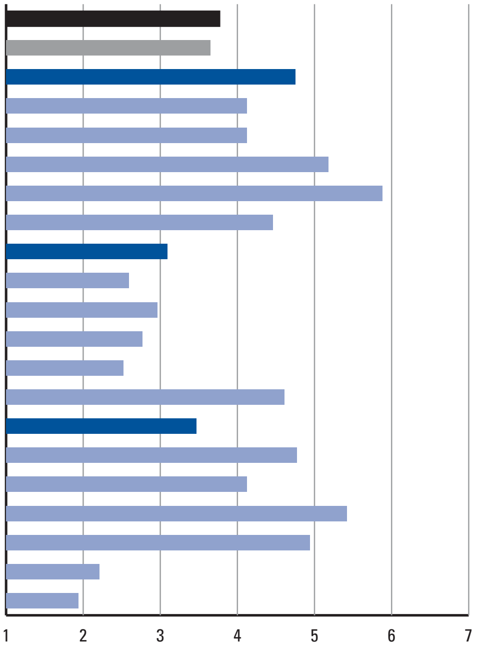
International tourist arrivals (thousands), 2009	575.3
International tourism receipts (US$ millions), 2009	334.1



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**90**	**3.8**
2009 Index	91	3.7
T&T regulatory framework	**58**	**4.8**
Policy rules and regulations	92	4.1
Environmental sustainability	111	4.1
Safety and security	51	5.2
Health and hygiene	37	5.9
Prioritization of Travel & Tourism	76	4.5
T&T business environment and infrastructure	**100**	**3.1**
Air transport infrastructure	95	2.6
Ground transport infrastructure	106	3.0
Tourism infrastructure	92	2.8
ICT infrastructure	97	2.5
Price competitiveness in the T&T industry	61	4.6
T&T human, cultural, and natural resources	**107**	**3.5**
Human resources	81	4.8
Education and training	98	4.1
Availability of qualified labor	23	5.4
Affinity for Travel & Tourism	38	4.9
Natural resources	124	2.2
Cultural resources	85	1.9



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Armenia

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	111
1.02	Property rights	98
1.03	Business impact of rules on FDI	102
1.04	Visa requirements*	126
1.05	Openness of bilateral Air Service Agreements*	91
1.06	Transparency of government policymaking	53
1.07	Time required to start a business*	62
1.08	Cost to start a business*	**32**
1.09	GATS commitments*	72
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	120
2.02	Enforcement of environmental regulation	126
2.03	Sustainability of T&T industry development	105
2.04	Carbon dioxide emissions*	51
2.05	Particulate matter concentration*	101
2.06	Threatened species*	74
2.07	Environmental treaty ratification*	108
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	**32**
3.02	Reliability of police services	112
3.03	Business costs of crime and violence	**31**
3.04	Road traffic accidents*	53
	4th pillar: Health and hygiene	
4.01	Physician density*	**15**
4.02	Access to improved sanitation*	66
4.03	Access to improved drinking water*	62
4.04	Hospital beds*	**41**
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	66
5.02	T&T government expenditure*	59
5.03	Effectiveness of marketing and branding	98
5.04	Comprehensiveness of annual T&T data*	56
5.05	Timeliness of providing monthly/quarterly T&T data*	72
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	77
6.02	Available seat kilometers, domestic*	103
6.03	Available seat kilometers, international*	98
6.04	Departures per 1,000 population*	75
6.05	Airport density*	71
6.06	Number of operating airlines*	69
6.07	International air transport network	97
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	87
7.02	Quality of railroad infrastructure	79
7.03	Quality of port infrastructure	128
7.04	Quality of ground transport network	81
7.05	Road density*	75

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	109
8.02	Presence of major car rental companies*	80
8.03	ATMs accepting Visa cards*	80
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	113
9.02	Internet users*	112
9.03	Telephone lines*	64
9.04	Broadband Internet subscribers*	108
9.05	Mobile telephone subscribers*	82
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	67
10.02	Purchasing power parity*	62
10.03	Extent and effect of taxation	84
10.04	Fuel price levels*	65
10.05	Hotel price index*	82
	11th pillar: Human resources	
11.01	Primary education enrollment*	116
11.02	Secondary education enrollment*	52
11.03	Quality of the educational system	115
11.04	Local availability of research and training services	124
11.05	Extent of staff training	116
11.06	Hiring and firing practices	**33**
11.07	Ease of hiring foreign labor	**9**
11.08	HIV prevalence*	**20**
11.09	Business impact of HIV/AIDS	55
11.10	Life expectancy*	87
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	**33**
12.02	Attitude of population toward foreign visitors	78
12.03	Extension of business trips recommended	61
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	75
13.02	Protected areas*	76
13.03	Quality of the natural environment	127
13.04	Total known species*	102
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	62
14.02	Sports stadiums*	60
14.03	Number of international fairs and exhibitions*	120
14.04	Creative industries exports*	92

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Australia

Key indicators

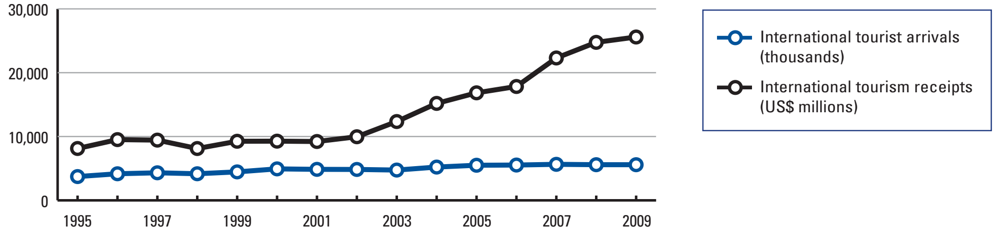
Population (millions), 2009	21.9
Surface area (1,000 square kilometers)	7,741.2
Gross domestic product (US$ billions), 2009	994.2
Gross domestic product (PPP, US$) per capita, 2009	38,663.2
Real GDP growth (percent), 2009	1.2
Environmental Performance Index, 2010 (out of 163 economies)	51

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	50,267	4.3	3.9
Employment (1,000 jobs)	561	5.1	2.2
T&T economy, 2010 estimates			
GDP (US$ millions)	123,056	10.6	4.2
Employment (1,000 jobs)	1,372	12.5	2.3

Source: World Travel & Tourism Council, TSA Research 2010

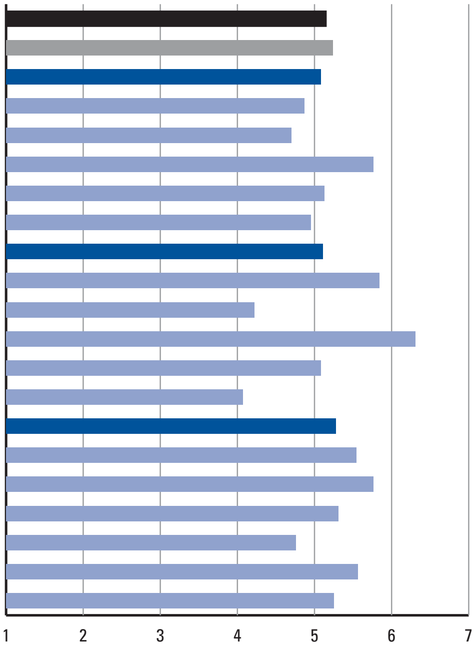
International tourist arrivals (thousands), 2009	5,584.0
International tourism receipts (US$ millions), 2009	25,593.7



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**13**	**5.2**
2009 Index	9	5.2
T&T regulatory framework	**36**	**5.1**
Policy rules and regulations	30	4.9
Environmental sustainability	59	4.7
Safety and security	18	5.8
Health and hygiene	58	5.1
Prioritization of Travel & Tourism	37	5.0
T&T business environment and infrastructure	**17**	**5.1**
Air transport infrastructure	3	5.8
Ground transport infrastructure	51	4.2
Tourism infrastructure	16	6.3
ICT infrastructure	24	5.1
Price competitiveness in the T&T industry	113	4.1
T&T human, cultural, and natural resources	**4**	**5.3**
Human resources	20	5.5
Education and training	17	5.8
Availability of qualified labor	32	5.3
Affinity for Travel & Tourism	55	4.8
Natural resources	4	5.6
Cultural resources	20	5.3



Note: For descriptions of variables and detailed sources, please refer to “How to the Read Country/Economy Profiles.”

Australia

The Travel & Tourism Competitiveness Index in detail

1st pillar: Policy rules and regulations

	INDICATOR	RANK/139
1.01	Prevalence of foreign ownership	19
1.02	Property rights	14
1.03	Business impact of rules on FDI	57
1.04	Visa requirements*	116
1.05	Openness of bilateral Air Service Agreements*	78
1.06	Transparency of government policymaking	19
1.07	Time required to start a business*	**2**
1.08	Cost to start a business*	**7**
1.09	GATS commitments*	75

2nd pillar: Environmental sustainability

	INDICATOR	RANK/139
2.01	Stringency of environmental regulation	17
2.02	Enforcement of environmental regulation	14
2.03	Sustainability of T&T industry development	31
2.04	Carbon dioxide emissions*	129
2.05	Particulate matter concentration*	**10**
2.06	Threatened species*	127
2.07	Environmental treaty ratification*	**10**

3rd pillar: Safety and security

	INDICATOR	RANK/139
3.01	Business costs of terrorism	80
3.02	Reliability of police services	19
3.03	Business costs of crime and violence	45
3.04	Road traffic accidents*	15

4th pillar: Health and hygiene

	INDICATOR	RANK/139
4.01	Physician density*	91
4.02	Access to improved sanitation*	**1**
4.03	Access to improved drinking water*	**1**
4.04	Hospital beds*	44

5th pillar: Prioritization of Travel & Tourism

	INDICATOR	RANK/139
5.01	Government prioritization of the T&T industry	33
5.02	T&T government expenditure*	60
5.03	Effectiveness of marketing and branding	44
5.04	Comprehensiveness of annual T&T data*	75
5.05	Timeliness of providing monthly/quarterly T&T data*	**12**

6th pillar: Air transport infrastructure

	INDICATOR	RANK/139
6.01	Quality of air transport infrastructure	30
6.02	Available seat kilometers, domestic*	**6**
6.03	Available seat kilometers, international*	**9**
6.04	Departures per 1,000 population*	21
6.05	Airport density*	**7**
6.06	Number of operating airlines*	24
6.07	International air transport network	27

7th pillar: Ground transport infrastructure

	INDICATOR	RANK/139
7.01	Quality of roads	30
7.02	Quality of railroad infrastructure	26
7.03	Quality of port infrastructure	46
7.04	Quality of ground transport network	35
7.05	Road density*	107

8th pillar: Tourism infrastructure

	INDICATOR	RANK/139
8.01	Hotel rooms*	26
8.02	Presence of major car rental companies*	**1**
8.03	ATMs accepting Visa cards*	**10**

9th pillar: ICT infrastructure

	INDICATOR	RANK/139
9.01	Extent of business Internet use	20
9.02	Internet users*	20
9.03	Telephone lines*	24
9.04	Broadband Internet subscribers*	21
9.05	Mobile telephone subscribers*	45

10th pillar: Price competitiveness in the T&T industry

	INDICATOR	RANK/139
10.01	Ticket taxes and airport charges*	127
10.02	Purchasing power parity*	124
10.03	Extent and effect of taxation	66
10.04	Fuel price levels*	25
10.05	Hotel price index*	71

11th pillar: Human resources

	INDICATOR	RANK/139
11.01	Primary education enrollment*	42
11.02	Secondary education enrollment*	**1**
11.03	Quality of the educational system	**12**
11.04	Local availability of research and training services	20
11.05	Extent of staff training	20
11.06	Hiring and firing practices	79
11.07	Ease of hiring foreign labor	107
11.08	HIV prevalence*	20
11.09	Business impact of HIV/AIDS	53
11.10	Life expectancy*	**2**

12th pillar: Affinity for Travel & Tourism

	INDICATOR	RANK/139
12.01	Tourism openness*	80
12.02	Attitude of population toward foreign visitors	48
12.03	Extension of business trips recommended	37

13th pillar: Natural resources

	INDICATOR	RANK/139
13.01	Number of World Heritage natural sites*	**1**
13.02	Protected areas*	52
13.03	Quality of the natural environment	15
13.04	Total known species*	21

14th pillar: Cultural resources

	INDICATOR	RANK/139
14.01	Number of World Heritage cultural sites*	38
14.02	Sports stadiums*	**11**
14.03	Number of international fairs and exhibitions*	14
14.04	Creative industries exports*	40

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Austria

Key indicators

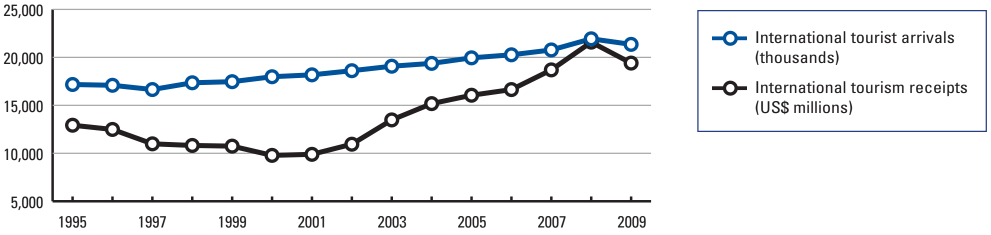
Population (millions), 2009	8.4
Surface area (1,000 square kilometers)	83.9
Gross domestic product (US$ billions), 2009	382.1
Gross domestic product (PPP, US$) per capita, 2009	38,567.0
Real GDP growth (percent), 2009	–3.9
Environmental Performance Index, 2010 (out of 163 economies)	8

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	17,159	4.1	4.2
Employment (1,000 jobs)	187	4.5	3.4
T&T economy, 2010 estimates			
GDP (US$ millions)	52,074	12.5	4.1
Employment (1,000 jobs)	559	13.4	3.0

Source: World Travel & Tourism Council, TSA Research 2010

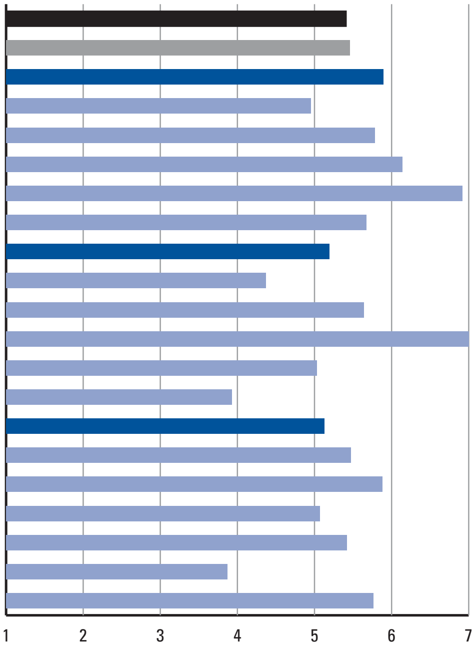
International tourist arrivals (thousands), 2009	21,355.4
International tourism receipts (US$ millions), 2009	19,404.5



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**4**	**5.4**
2009 Index	2	5.5
T&T regulatory framework	**3**	**5.9**
Policy rules and regulations	28	5.0
Environmental sustainability	5	5.8
Safety and security	10	6.1
Health and hygiene	3	6.9
Prioritization of Travel & Tourism	16	5.7
T&T business environment and infrastructure	**12**	**5.2**
Air transport infrastructure	26	4.4
Ground transport infrastructure	15	5.6
Tourism infrastructure	1	7.0
ICT infrastructure	25	5.0
Price competitiveness in the T&T industry	121	3.9
T&T human, cultural, and natural resources	**10**	**5.1**
Human resources	25	5.5
Education and training	13	5.9
Availability of qualified labor	72	5.1
Affinity for Travel & Tourism	15	5.4
Natural resources	43	3.9
Cultural resources	13	5.8



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Austria

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	34
1.02	Property rights	**7**
1.03	Business impact of rules on FDI	47
1.04	Visa requirements*	42
1.05	Openness of bilateral Air Service Agreements*	55
1.06	Transparency of government policymaking	17
1.07	Time required to start a business*	94
1.08	Cost to start a business*	46
1.09	GATS commitments*	50
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	**3**
2.02	Enforcement of environmental regulation	**4**
2.03	Sustainability of T&T industry development	**2**
2.04	Carbon dioxide emissions*	103
2.05	Particulate matter concentration*	60
2.06	Threatened species*	27
2.07	Environmental treaty ratification*	30
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	**7**
3.02	Reliability of police services	23
3.03	Business costs of crime and violence	22
3.04	Road traffic accidents*	16
	4th pillar: Health and hygiene	
4.01	Physician density*	**10**
4.02	Access to improved sanitation*	**1**
4.03	Access to improved drinking water*	**1**
4.04	Hospital beds*	**9**
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	**9**
5.02	T&T government expenditure*	41
5.03	Effectiveness of marketing and branding	**2**
5.04	Comprehensiveness of annual T&T data*	58
5.05	Timeliness of providing monthly/quarterly T&T data*	12
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	25
6.02	Available seat kilometers, domestic*	53
6.03	Available seat kilometers, international*	37
6.04	Departures per 1,000 population*	22
6.05	Airport density*	65
6.06	Number of operating airlines*	19
6.07	International air transport network	16
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	**7**
7.02	Quality of railroad infrastructure	15
7.03	Quality of port infrastructure	48
7.04	Quality of ground transport network	11
7.05	Road density*	28

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	**3**
8.02	Presence of major car rental companies*	**1**
8.03	ATMs accepting Visa cards*	**5**
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	24
9.02	Internet users*	21
9.03	Telephone lines*	28
9.04	Broadband Internet subscribers*	26
9.05	Mobile telephone subscribers*	20
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	91
10.02	Purchasing power parity*	129
10.03	Extent and effect of taxation	63
10.04	Fuel price levels*	105
10.05	Hotel price index*	45
	11th pillar: Human resources	
11.01	Primary education enrollment*	29
11.02	Secondary education enrollment*	27
11.03	Quality of the educational system	24
11.04	Local availability of research and training services	**6**
11.05	Extent of staff training	14
11.06	Hiring and firing practices	105
11.07	Ease of hiring foreign labor	121
11.08	HIV prevalence*	68
11.09	Business impact of HIV/AIDS	**8**
11.10	Life expectancy*	15
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	31
12.02	Attitude of population toward foreign visitors	**10**
12.03	Extension of business trips recommended	**4**
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	75
13.02	Protected areas*	17
13.03	Quality of the natural environment	**2**
13.04	Total known species*	89
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	29
14.02	Sports stadiums*	34
14.03	Number of international fairs and exhibitions*	12
14.04	Creative industries exports*	14

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Azerbaijan

Key indicators

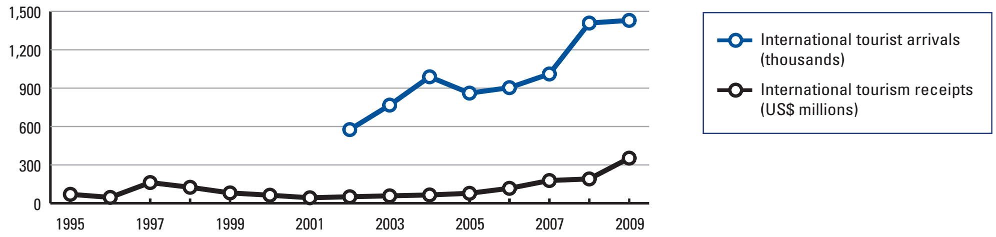
Population (millions), 2009	8.8
Surface area (1,000 square kilometers)	86.6
Gross domestic product (US$ billions), 2009	43.1
Gross domestic product (PPP, US$) per capita, 2009	9,540.4
Real GDP growth (percent), 2009	9.3
Environmental Performance Index, 2010 (out of 163 economies)	84

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	566	1.3	5.5
Employment (1,000 jobs)	44	1.0	0.7
T&T economy, 2010 estimates			
GDP (US$ millions)	2,796	6.4	5.5
Employment (1,000 jobs)	219	5.2	0.7

Source: World Travel & Tourism Council, TSA Research 2010

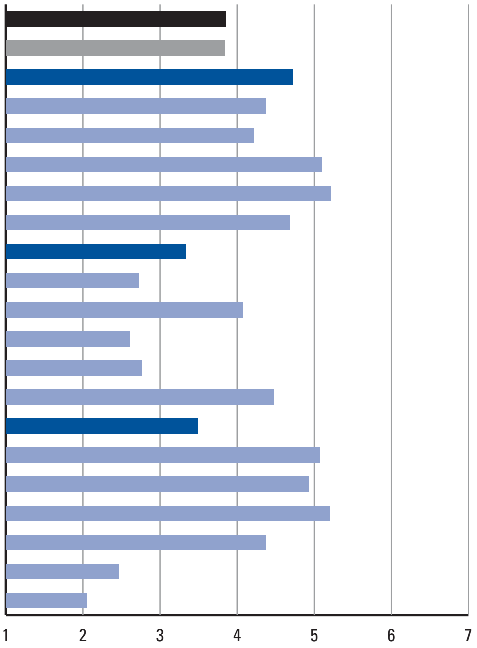
International tourist arrivals (thousands), 2009	1,429.8
International tourism receipts (US$ millions), 2009	352.8



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**83**	**3.8**
2009 Index	76	3.8
T&T regulatory framework	**59**	**4.7**
Policy rules and regulations	74	4.4
Environmental sustainability	92	4.2
Safety and security	57	5.1
Health and hygiene	54	5.2
Prioritization of Travel & Tourism	54	4.7
T&T business environment and infrastructure	**87**	**3.3**
Air transport infrastructure	83	2.7
Ground transport infrastructure	58	4.1
Tourism infrastructure	96	2.6
ICT infrastructure	88	2.8
Price competitiveness in the T&T industry	76	4.5
T&T human, cultural, and natural resources	**105**	**3.5**
Human resources	49	5.1
Education and training	52	4.9
Availability of qualified labor	43	5.2
Affinity for Travel & Tourism	98	4.4
Natural resources	109	2.5
Cultural resources	81	2.0



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Azerbaijan

The Travel & Tourism Competitiveness Index in detail

1st pillar: Policy rules and regulations

	INDICATOR	RANK/139
1.01	Prevalence of foreign ownership	93
1.02	Property rights	90
1.03	Business impact of rules on FDI	82
1.04	Visa requirements*	123
1.05	Openness of bilateral Air Service Agreements*	**50**
1.06	Transparency of government policymaking	58
1.07	Time required to start a business*	**28**
1.08	Cost to start a business*	**32**
1.09	GATS commitments*	n/a

2nd pillar: Environmental sustainability

	INDICATOR	RANK/139
2.01	Stringency of environmental regulation	91
2.02	Enforcement of environmental regulation	74
2.03	Sustainability of T&T industry development	85
2.04	Carbon dioxide emissions*	67
2.05	Particulate matter concentration*	102
2.06	Threatened species*	72
2.07	Environmental treaty ratification*	117

3rd pillar: Safety and security

	INDICATOR	RANK/139
3.01	Business costs of terrorism	62
3.02	Reliability of police services	95
3.03	Business costs of crime and violence	**46**
3.04	Road traffic accidents*	**44**

4th pillar: Health and hygiene

	INDICATOR	RANK/139
4.01	Physician density*	**10**
4.02	Access to improved sanitation*	112
4.03	Access to improved drinking water*	107
4.04	Hospital beds*	**8**

5th pillar: Prioritization of Travel & Tourism

	INDICATOR	RANK/139
5.01	Government prioritization of the T&T industry	54
5.02	T&T government expenditure*	75
5.03	Effectiveness of marketing and branding	84
5.04	Comprehensiveness of annual T&T data*	**1**
5.05	Timeliness of providing monthly/quarterly T&T data*	72

6th pillar: Air transport infrastructure

	INDICATOR	RANK/139
6.01	Quality of air transport infrastructure	59
6.02	Available seat kilometers, domestic*	100
6.03	Available seat kilometers, international*	89
6.04	Departures per 1,000 population*	84
6.05	Airport density*	100
6.06	Number of operating airlines*	61
6.07	International air transport network	67

7th pillar: Ground transport infrastructure

	INDICATOR	RANK/139
7.01	Quality of roads	70
7.02	Quality of railroad infrastructure	**34**
7.03	Quality of port infrastructure	70
7.04	Quality of ground transport network	**44**
7.05	Road density*	**44**

8th pillar: Tourism infrastructure

	INDICATOR	RANK/139
8.01	Hotel rooms*	92
8.02	Presence of major car rental companies*	95
8.03	ATMs accepting Visa cards*	76

9th pillar: ICT infrastructure

	INDICATOR	RANK/139
9.01	Extent of business Internet use	110
9.02	Internet users*	79
9.03	Telephone lines*	80
9.04	Broadband Internet subscribers*	93
9.05	Mobile telephone subscribers*	79

10th pillar: Price competitiveness in the T&T industry

	INDICATOR	RANK/139
10.01	Ticket taxes and airport charges*	119
10.02	Purchasing power parity*	**48**
10.03	Extent and effect of taxation	76
10.04	Fuel price levels*	**25**
10.05	Hotel price index*	101

11th pillar: Human resources

	INDICATOR	RANK/139
11.01	Primary education enrollment*	**49**
11.02	Secondary education enrollment*	**13**
11.03	Quality of the educational system	104
11.04	Local availability of research and training services	66
11.05	Extent of staff training	68
11.06	Hiring and firing practices	**11**
11.07	Ease of hiring foreign labor	79
11.08	HIV prevalence*	**20**
11.09	Business impact of HIV/AIDS	100
11.10	Life expectancy*	96

12th pillar: Affinity for Travel & Tourism

	INDICATOR	RANK/139
12.01	Tourism openness*	121
12.02	Attitude of population toward foreign visitors	63
12.03	Extension of business trips recommended	68

13th pillar: Natural resources

	INDICATOR	RANK/139
13.01	Number of World Heritage natural sites*	75
13.02	Protected areas*	80
13.03	Quality of the natural environment	88
13.04	Total known species*	77

14th pillar: Cultural resources

	INDICATOR	RANK/139
14.01	Number of World Heritage cultural sites*	**44**
14.02	Sports stadiums*	78
14.03	Number of international fairs and exhibitions*	114
14.04	Creative industries exports*	103

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Bahrain

Key indicators

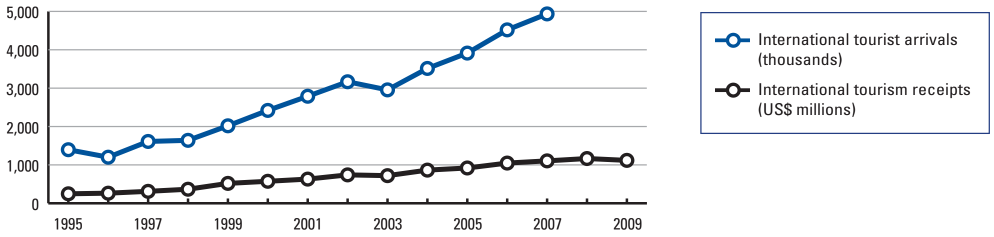
Population (millions), 2009	0.8
Surface area (1,000 square kilometers)	0.7
Gross domestic product (US$ billions), 2009	20.6
Gross domestic product (PPP, US$) per capita, 2009	27,214.1
Real GDP growth (percent), 2009	3.1
Environmental Performance Index, 2010 (out of 163 economies)	145

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	908	3.9	2.8
Employment (1,000 jobs)	24	5.3	0.4
T&T economy, 2010 estimates			
GDP (US$ millions)	1,998	8.6	6.5
Employment (1,000 jobs)	47	10.6	3.0

Source: World Travel & Tourism Council, TSA Research 2010

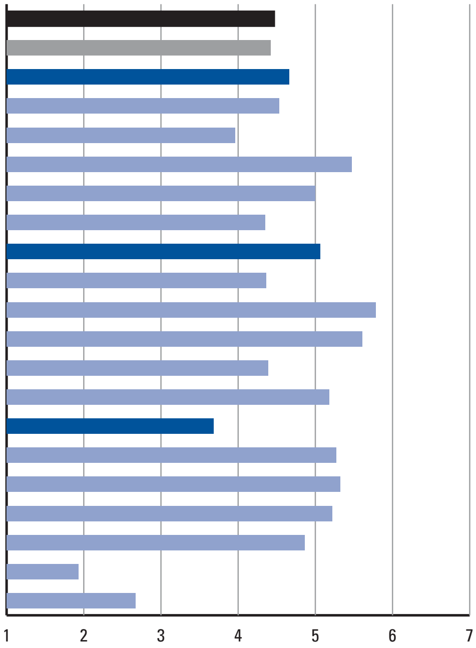
International tourist arrivals (thousands), 2007	4,935.0
International tourism receipts (US$ millions), 2009	1,118.0



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**40**	**4.5**
2009 Index	41	4.4
T&T regulatory framework	**62**	**4.7**
Policy rules and regulations	58	4.5
Environmental sustainability	123	4.0
Safety and security	32	5.5
Health and hygiene	60	5.0
Prioritization of Travel & Tourism	84	4.4
T&T business environment and infrastructure	**20**	**5.1**
Air transport infrastructure	28	4.4
Ground transport infrastructure	11	5.8
Tourism infrastructure	26	5.6
ICT infrastructure	37	4.4
Price competitiveness in the T&T industry	21	5.2
T&T human, cultural, and natural resources	**78**	**3.7**
Human resources	29	5.3
Education and training	29	5.3
Availability of qualified labor	40	5.2
Affinity for Travel & Tourism	44	4.9
Natural resources	133	1.9
Cultural resources	61	2.7



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Bahrain

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	**14**
1.02	Property rights	**21**
1.03	Business impact of rules on FDI	**5**
1.04	Visa requirements*	108
1.05	Openness of bilateral Air Service Agreements*	59
1.06	Transparency of government policymaking	43
1.07	Time required to start a business*	**35**
1.08	Cost to start a business*	**11**
1.09	GATS commitments*	115
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	**37**
2.02	Enforcement of environmental regulation	**29**
2.03	Sustainability of T&T industry development	**35**
2.04	Carbon dioxide emissions*	134
2.05	Particulate matter concentration*	108
2.06	Threatened species*	39
2.07	Environmental treaty ratification*	130
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	87
3.02	Reliability of police services	**32**
3.03	Business costs of crime and violence	**38**
3.04	Road traffic accidents*	**33**
	4th pillar: Health and hygiene	
4.01	Physician density*	**34**
4.02	Access to improved sanitation*	**1**
4.03	Access to improved drinking water*	n/a
4.04	Hospital beds*	82
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	42
5.02	T&T government expenditure*	54
5.03	Effectiveness of marketing and branding	41
5.04	Comprehensiveness of annual T&T data*	93
5.05	Timeliness of providing monthly/quarterly T&T data*	109
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	**20**
6.02	Available seat kilometers, domestic*	103
6.03	Available seat kilometers, international*	52
6.04	Departures per 1,000 population*	**6**
6.05	Airport density*	**37**
6.06	Number of operating airlines*	64
6.07	International air transport network	**20**
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	**25**
7.02	Quality of railroad infrastructure	n/a
7.03	Quality of port infrastructure	**13**
7.04	Quality of ground transport network	49
7.05	Road density*	**3**

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	**18**
8.02	Presence of major car rental companies*	40
8.03	ATMs accepting Visa cards*	42
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	**27**
9.02	Internet users*	40
9.03	Telephone lines*	41
9.04	Broadband Internet subscribers*	48
9.05	Mobile telephone subscribers*	**5**
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	**8**
10.02	Purchasing power parity*	105
10.03	Extent and effect of taxation	**1**
10.04	Fuel price levels*	**4**
10.05	Hotel price index*	112
	11th pillar: Human resources	
11.01	Primary education enrollment*	**36**
11.02	Secondary education enrollment*	40
11.03	Quality of the educational system	**38**
11.04	Local availability of research and training services	81
11.05	Extent of staff training	**16**
11.06	Hiring and firing practices	95
11.07	Ease of hiring foreign labor	**29**
11.08	HIV prevalence*	48
11.09	Business impact of HIV/AIDS	48
11.10	Life expectancy*	46
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	**38**
12.02	Attitude of population toward foreign visitors	**15**
12.03	Extension of business trips recommended	102
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	75
13.02	Protected areas*	129
13.03	Quality of the natural environment	78
13.04	Total known species*	134
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	104
14.02	Sports stadiums*	**4**
14.03	Number of international fairs and exhibitions*	95
14.04	Creative industries exports*	88

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Bangladesh

Key indicators

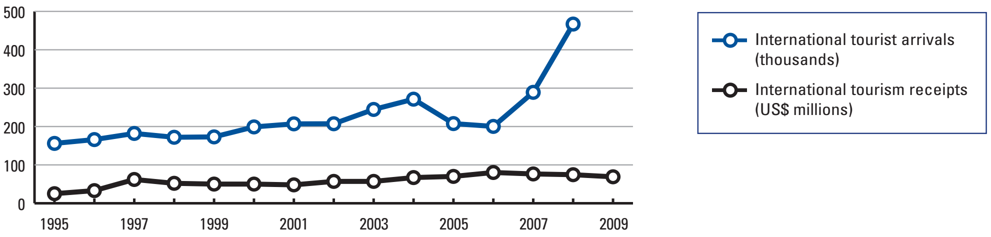
Population (millions), 2009	162.2
Surface area (1,000 square kilometers)	144.0
Gross domestic product (US$ billions), 2009	94.6
Gross domestic product (PPP, US$) per capita, 2009	1,487.3
Real GDP growth (percent), 2009	5.6
Environmental Performance Index, 2010 (out of 163 economies)	139

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	1,613	1.7	6.3
Employment (1,000 jobs)	984	1.3	2.6
T&T economy, 2010 estimates			
GDP (US$ millions)	3,786	3.9	6.4
Employment (1,000 jobs)	2,373	3.1	2.8

Source: World Travel & Tourism Council, TSA Research 2010

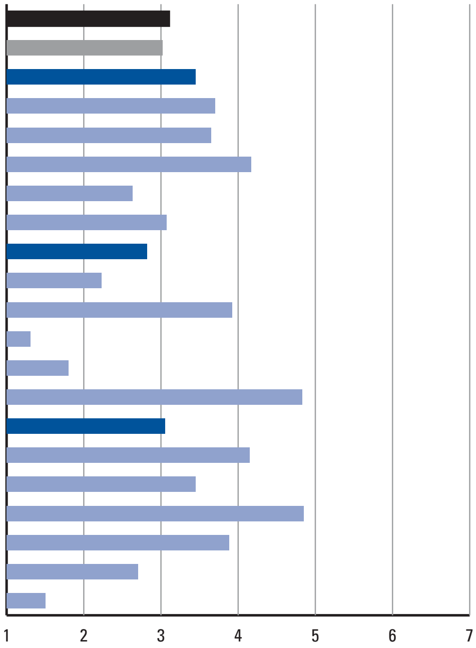
International tourist arrivals (thousands), 2008	467.0
International tourism receipts (US$ millions), 2009	69.0



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**129**	**3.1**
2009 Index	129	3.0
T&T regulatory framework	**130**	**3.4**
Policy rules and regulations	116	3.7
Environmental sustainability	135	3.7
Safety and security	105	4.2
Health and hygiene	114	2.6
Prioritization of Travel & Tourism	131	3.1
T&T business environment and infrastructure	**113**	**2.8**
Air transport infrastructure	120	2.2
Ground transport infrastructure	62	3.9
Tourism infrastructure	132	1.3
ICT infrastructure	129	1.8
Price competitiveness in the T&T industry	50	4.8
T&T human, cultural, and natural resources	**131**	**3.1**
Human resources	116	4.1
Education and training	124	3.4
Availability of qualified labor	93	4.8
Affinity for Travel & Tourism	133	3.9
Natural resources	93	2.7
Cultural resources	114	1.5



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Bangladesh

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	118
1.02	Property rights	113
1.03	Business impact of rules on FDI	**34**
1.04	Visa requirements*	108
1.05	Openness of bilateral Air Service Agreements*	112
1.06	Transparency of government policymaking	106
1.07	Time required to start a business*	73
1.08	Cost to start a business*	106
1.09	GATS commitments*	107
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	126
2.02	Enforcement of environmental regulation	125
2.03	Sustainability of T&T industry development	125
2.04	Carbon dioxide emissions*	**16**
2.05	Particulate matter concentration*	134
2.06	Threatened species*	113
2.07	Environmental treaty ratification*	65
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	124
3.02	Reliability of police services	123
3.03	Business costs of crime and violence	118
3.04	Road traffic accidents*	**38**
	4th pillar: Health and hygiene	
4.01	Physician density*	109
4.02	Access to improved sanitation*	102
4.03	Access to improved drinking water*	107
4.04	Hospital beds*	130
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	123
5.02	T&T government expenditure*	103
5.03	Effectiveness of marketing and branding	125
5.04	Comprehensiveness of annual T&T data*	101
5.05	Timeliness of providing monthly/quarterly T&T data*	123
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	117
6.02	Available seat kilometers, domestic*	57
6.03	Available seat kilometers, international*	57
6.04	Departures per 1,000 population*	121
6.05	Airport density*	139
6.06	Number of operating airlines*	69
6.07	International air transport network	106
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	100
7.02	Quality of railroad infrastructure	71
7.03	Quality of port infrastructure	107
7.04	Quality of ground transport network	121
7.05	Road density*	**19**

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	138
8.02	Presence of major car rental companies*	125
8.03	ATMs accepting Visa cards*	124
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	107
9.02	Internet users*	138
9.03	Telephone lines*	128
9.04	Broadband Internet subscribers*	124
9.05	Mobile telephone subscribers*	126
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	95
10.02	Purchasing power parity*	**12**
10.03	Extent and effect of taxation	54
10.04	Fuel price levels*	78
10.05	Hotel price index*	**42**
	11th pillar: Human resources	
11.01	Primary education enrollment*	114
11.02	Secondary education enrollment*	117
11.03	Quality of the educational system	94
11.04	Local availability of research and training services	127
11.05	Extent of staff training	129
11.06	Hiring and firing practices	**19**
11.07	Ease of hiring foreign labor	122
11.08	HIV prevalence*	**1**
11.09	Business impact of HIV/AIDS	76
11.10	Life expectancy*	104
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	138
12.02	Attitude of population toward foreign visitors	96
12.03	Extension of business trips recommended	118
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	**43**
13.02	Protected areas*	121
13.03	Quality of the natural environment	113
13.04	Total known species*	**45**
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	73
14.02	Sports stadiums*	130
14.03	Number of international fairs and exhibitions*	99
14.04	Creative industries exports*	67

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Barbados

Key indicators

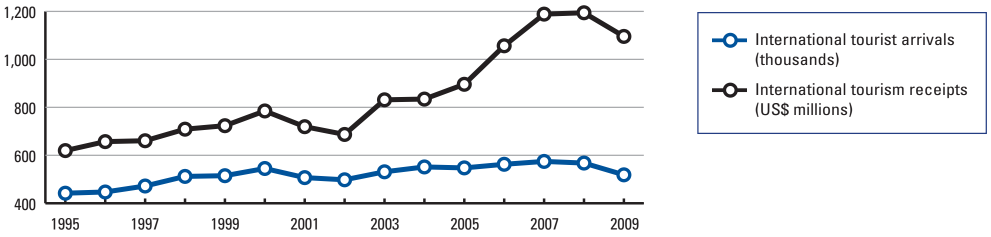
Population (millions), 2009	0.3
Surface area (1,000 square kilometers)	0.4
Gross domestic product (US$ billions), 2009	3.9
Gross domestic product (PPP, US$) per capita, 2009	22,271.6
Real GDP growth (percent), 2009	–5.5
Environmental Performance Index, 2010 (out of 163 economies)	n/a

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	528	14.1	3.5
Employment (1,000 jobs)	24	17.8	1.5
T&T economy, 2010 estimates			
GDP (US$ millions)	1,799	48.1	3.3
Employment (1,000 jobs)	73	53.3	1.3

Source: World Travel & Tourism Council, TSA Research 2010

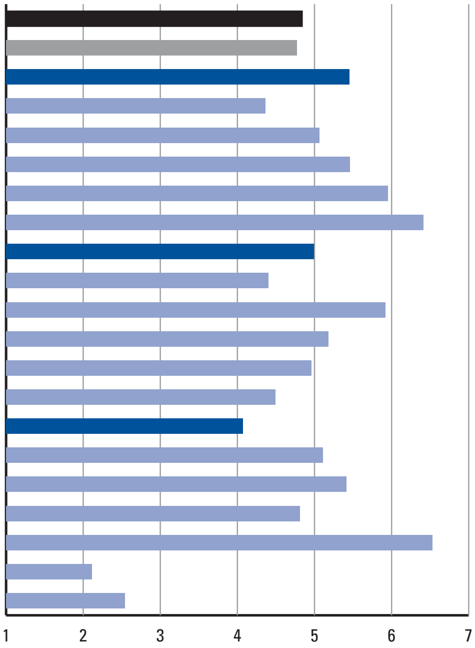
International tourist arrivals (thousands), 2009	518.6
International tourism receipts (US$ millions), 2009	1,095.7



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**28**	**4.8**
2009 Index	30	4.8
T&T regulatory framework	**20**	**5.4**
Policy rules and regulations	75	4.4
Environmental sustainability	30	5.1
Safety and security	34	5.5
Health and hygiene	33	6.0
Prioritization of Travel & Tourism	3	6.4
T&T business environment and infrastructure	**21**	**5.0**
Air transport infrastructure	25	4.4
Ground transport infrastructure	10	5.9
Tourism infrastructure	28	5.2
ICT infrastructure	27	5.0
Price competitiveness in the T&T industry	74	4.5
T&T human, cultural, and natural resources	**47**	**4.1**
Human resources	48	5.1
Education and training	25	5.4
Availability of qualified labor	103	4.8
Affinity for Travel & Tourism	2	6.5
Natural resources	129	2.1
Cultural resources	63	2.5



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Barbados

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	52
1.02	Property rights	**22**
1.03	Business impact of rules on FDI	40
1.04	Visa requirements*	**5**
1.05	Openness of bilateral Air Service Agreements*	**24**
1.06	Transparency of government policymaking	**21**
1.07	Time required to start a business*	n/a
1.08	Cost to start a business*	n/a
1.09	GATS commitments*	115
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	50
2.02	Enforcement of environmental regulation	54
2.03	Sustainability of T&T industry development	**6**
2.04	Carbon dioxide emissions*	82
2.05	Particulate matter concentration*	77
2.06	Threatened species*	**10**
2.07	Environmental treaty ratification*	94
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	68
3.02	Reliability of police services	**18**
3.03	Business costs of crime and violence	89
3.04	Road traffic accidents*	35
	4th pillar: Health and hygiene	
4.01	Physician density*	81
4.02	Access to improved sanitation*	**1**
4.03	Access to improved drinking water*	**1**
4.04	Hospital beds*	**12**
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	**2**
5.02	T&T government expenditure*	**4**
5.03	Effectiveness of marketing and branding	**6**
5.04	Comprehensiveness of annual T&T data*	93
5.05	Timeliness of providing monthly/quarterly T&T data*	**1**
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	**13**
6.02	Available seat kilometers, domestic*	103
6.03	Available seat kilometers, international*	83
6.04	Departures per 1,000 population*	n/a
6.05	Airport density*	**13**
6.06	Number of operating airlines*	104
6.07	International air transport network	**17**
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	34
7.02	Quality of railroad infrastructure	n/a
7.03	Quality of port infrastructure	**21**
7.04	Quality of ground transport network	**15**
7.05	Road density*	**5**

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	**7**
8.02	Presence of major car rental companies*	125
8.03	ATMs accepting Visa cards*	**19**
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	44
9.02	Internet users*	38
9.03	Telephone lines*	**11**
9.04	Broadband Internet subscribers*	**25**
9.05	Mobile telephone subscribers*	**23**
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	51
10.02	Purchasing power parity*	85
10.03	Extent and effect of taxation	**20**
10.04	Fuel price levels*	59
10.05	Hotel price index*	107
	11th pillar: Human resources	
11.01	Primary education enrollment*	41
11.02	Secondary education enrollment*	**17**
11.03	Quality of the educational system	**15**
11.04	Local availability of research and training services	70
11.05	Extent of staff training	43
11.06	Hiring and firing practices	82
11.07	Ease of hiring foreign labor	129
11.08	HIV prevalence*	115
11.09	Business impact of HIV/AIDS	112
11.10	Life expectancy*	53
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	**2**
12.02	Attitude of population toward foreign visitors	**22**
12.03	Extension of business trips recommended	**19**
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	75
13.02	Protected areas*	139
13.03	Quality of the natural environment	40
13.04	Total known species*	133
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	122
14.02	Sports stadiums*	**7**
14.03	Number of international fairs and exhibitions*	95
14.04	Creative industries exports*	93

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Belgium

Key indicators

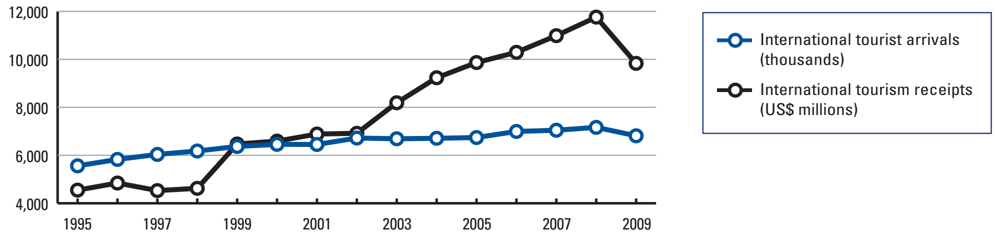
Population (millions), 2009	10.8
Surface area (1,000 square kilometers)	30.5
Gross domestic product (US$ billions), 2009	472.1
Gross domestic product (PPP, US$) per capita, 2009	35,534.0
Real GDP growth (percent), 2009	–2.7
Environmental Performance Index, 2010 (out of 163 economies)	88

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	12,434	2.4	3.3
Employment (1,000 jobs)	115	2.6	1.8
T&T economy, 2010 estimates			
GDP (US$ millions)	42,163	8.1	3.0
Employment (1,000 jobs)	393	8.9	1.3

Source: World Travel & Tourism Council, TSA Research 2010

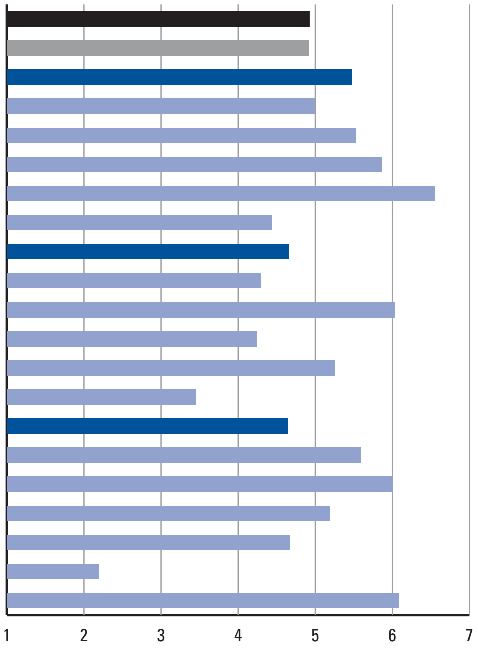
International tourist arrivals (thousands), 2009	6,813.7
International tourism receipts (US$ millions), 2009	9,833.3



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**23**	**4.9**
2009 Index	22	4.9
T&T regulatory framework	**18**	**5.5**
Policy rules and regulations	26	5.0
Environmental sustainability	13	5.5
Safety and security	15	5.9
Health and hygiene	14	6.6
Prioritization of Travel & Tourism	77	4.4
T&T business environment and infrastructure	**35**	**4.7**
Air transport infrastructure	32	4.3
Ground transport infrastructure	9	6.0
Tourism infrastructure	60	4.2
ICT infrastructure	16	5.3
Price competitiveness in the T&T industry	136	3.5
T&T human, cultural, and natural resources	**20**	**4.6**
Human resources	15	5.6
Education and training	8	6.0
Availability of qualified labor	47	5.2
Affinity for Travel & Tourism	63	4.7
Natural resources	125	2.2
Cultural resources	7	6.1



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Belgium

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	**13**
1.02	Property rights	26
1.03	Business impact of rules on FDI	32
1.04	Visa requirements*	42
1.05	Openness of bilateral Air Service Agreements*	34
1.06	Transparency of government policymaking	62
1.07	Time required to start a business*	**7**
1.08	Cost to start a business*	48
1.09	GATS commitments*	77
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	**12**
2.02	Enforcement of environmental regulation	**16**
2.03	Sustainability of T&T industry development	64
2.04	Carbon dioxide emissions*	114
2.05	Particulate matter concentration*	36
2.06	Threatened species*	**8**
2.07	Environmental treaty ratification*	**16**
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	47
3.02	Reliability of police services	28
3.03	Business costs of crime and violence	26
3.04	Road traffic accidents*	25
	4th pillar: Health and hygiene	
4.01	Physician density*	**4**
4.02	Access to improved sanitation*	**1**
4.03	Access to improved drinking water*	**1**
4.04	Hospital beds*	31
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	83
5.02	T&T government expenditure*	68
5.03	Effectiveness of marketing and branding	78
5.04	Comprehensiveness of annual T&T data*	75
5.05	Timeliness of providing monthly/quarterly T&T data*	66
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	**14**
6.02	Available seat kilometers, domestic*	98
6.03	Available seat kilometers, international*	34
6.04	Departures per 1,000 population*	24
6.05	Airport density*	89
6.06	Number of operating airlines*	**20**
6.07	International air transport network	23
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	24
7.02	Quality of railroad infrastructure	**11**
7.03	Quality of port infrastructure	**4**
7.04	Quality of ground transport network	**16**
7.05	Road density*	**2**

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	46
8.02	Presence of major car rental companies*	40
8.03	ATMs accepting Visa cards*	66
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	28
9.02	Internet users*	**17**
9.03	Telephone lines*	23
9.04	Broadband Internet subscribers*	**13**
9.05	Mobile telephone subscribers*	42
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	89
10.02	Purchasing power parity*	130
10.03	Extent and effect of taxation	135
10.04	Fuel price levels*	119
10.05	Hotel price index*	76
	11th pillar: Human resources	
11.01	Primary education enrollment*	24
11.02	Secondary education enrollment*	**12**
11.03	Quality of the educational system	**7**
11.04	Local availability of research and training services	**9**
11.05	Extent of staff training	**15**
11.06	Hiring and firing practices	127
11.07	Ease of hiring foreign labor	58
11.08	HIV prevalence*	56
11.09	Business impact of HIV/AIDS	**18**
11.10	Life expectancy*	**15**
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	53
12.02	Attitude of population toward foreign visitors	46
12.03	Extension of business trips recommended	96
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	75
13.02	Protected areas*	128
13.03	Quality of the natural environment	54
13.04	Total known species*	112
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	**13**
14.02	Sports stadiums*	25
14.03	Number of international fairs and exhibitions*	**18**
14.04	Creative industries exports*	**11**

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Benin

Key indicators

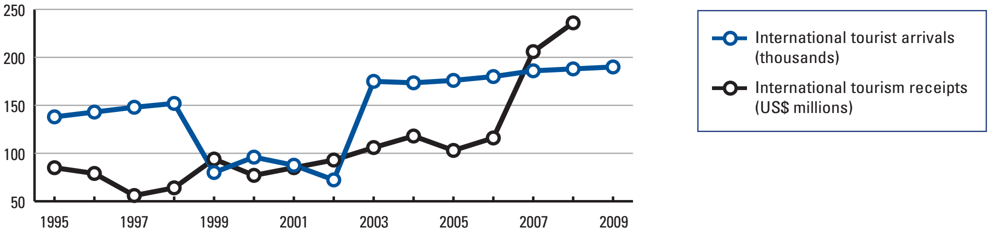
Population (millions), 2009	8.9
Surface area (1,000 square kilometers)	112.6
Gross domestic product (US$ billions), 2009	6.7
Gross domestic product (PPP, US$) per capita, 2009	1,439.8
Real GDP growth (percent), 2009	2.5
Environmental Performance Index, 2010 (out of 163 economies)	154

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	203	2.5	5.6
Employment (1,000 jobs)	39	2.0	4.0
T&T economy, 2010 estimates			
GDP (US$ millions)	435	5.3	5.3
Employment (1,000 jobs)	83	4.3	3.7

Source: World Travel & Tourism Council, TSA Research 2010

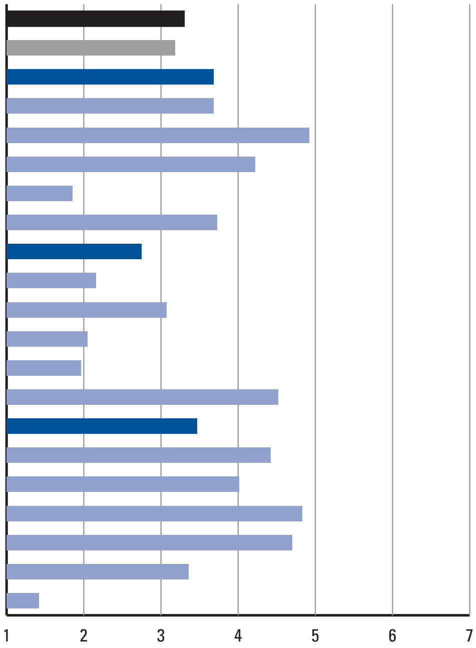
International tourist arrivals (thousands), 2009	190.0
International tourism receipts (US$ millions), 2008	236.0



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**120**	**3.3**
2009 Index	120	3.2
T&T regulatory framework	**119**	**3.7**
Policy rules and regulations	117	3.7
Environmental sustainability	39	4.9
Safety and security	101	4.2
Health and hygiene	128	1.9
Prioritization of Travel & Tourism	113	3.7
T&T business environment and infrastructure	**117**	**2.8**
Air transport infrastructure	124	2.2
Ground transport infrastructure	99	3.1
Tourism infrastructure	112	2.1
ICT infrastructure	118	2.0
Price competitiveness in the T&T industry	68	4.5
T&T human, cultural, and natural resources	**106**	**3.5**
Human resources	104	4.4
Education and training	108	4.0
Availability of qualified labor	99	4.8
Affinity for Travel & Tourism	61	4.7
Natural resources	62	3.4
Cultural resources	122	1.4



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Benin

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	90
1.02	Property rights	55
1.03	Business impact of rules on FDI	93
1.04	Visa requirements*	120
1.05	Openness of bilateral Air Service Agreements*	126
1.06	Transparency of government policymaking	**44**
1.07	Time required to start a business*	99
1.08	Cost to start a business*	132
1.09	GATS commitments*	**9**
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	94
2.02	Enforcement of environmental regulation	76
2.03	Sustainability of T&T industry development	62
2.04	Carbon dioxide emissions*	**23**
2.05	Particulate matter concentration*	89
2.06	Threatened species*	**20**
2.07	Environmental treaty ratification*	**46**
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	78
3.02	Reliability of police services	55
3.03	Business costs of crime and violence	99
3.04	Road traffic accidents*	113
	4th pillar: Health and hygiene	
4.01	Physician density*	127
4.02	Access to improved sanitation*	129
4.03	Access to improved drinking water*	114
4.04	Hospital beds*	127
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	98
5.02	T&T government expenditure*	76
5.03	Effectiveness of marketing and branding	87
5.04	Comprehensiveness of annual T&T data*	105
5.05	Timeliness of providing monthly/quarterly T&T data*	109
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	96
6.02	Available seat kilometers, domestic*	103
6.03	Available seat kilometers, international*	116
6.04	Departures per 1,000 population*	117
6.05	Airport density*	133
6.06	Number of operating airlines*	92
6.07	International air transport network	104
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	107
7.02	Quality of railroad infrastructure	88
7.03	Quality of port infrastructure	76
7.04	Quality of ground transport network	**46**
7.05	Road density*	89

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	97
8.02	Presence of major car rental companies*	95
8.03	ATMs accepting Visa cards*	117
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	108
9.02	Internet users*	128
9.03	Telephone lines*	121
9.04	Broadband Internet subscribers*	123
9.05	Mobile telephone subscribers*	108
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	115
10.02	Purchasing power parity*	**39**
10.03	Extent and effect of taxation	91
10.04	Fuel price levels*	60
10.05	Hotel price index*	n/a
	11th pillar: Human resources	
11.01	Primary education enrollment*	75
11.02	Secondary education enrollment*	123
11.03	Quality of the educational system	**45**
11.04	Local availability of research and training services	82
11.05	Extent of staff training	104
11.06	Hiring and firing practices	**35**
11.07	Ease of hiring foreign labor	**21**
11.08	HIV prevalence*	110
11.09	Business impact of HIV/AIDS	111
11.10	Life expectancy*	121
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	76
12.02	Attitude of population toward foreign visitors	62
12.03	Extension of business trips recommended	**50**
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	75
13.02	Protected areas*	**14**
13.03	Quality of the natural environment	124
13.04	Total known species*	52
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	89
14.02	Sports stadiums*	96
14.03	Number of international fairs and exhibitions*	114
14.04	Creative industries exports*	124

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Bolivia

Key indicators

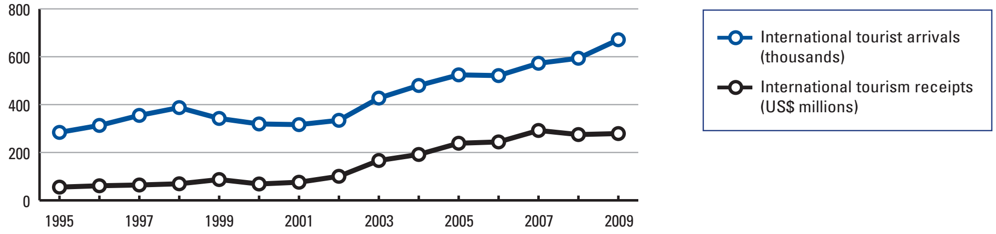
Population (millions), 2009	9.9
Surface area (1,000 square kilometers)	1,098.6
Gross domestic product (US$ billions), 2009	17.5
Gross domestic product (PPP, US$) per capita, 2009	4,451.1
Real GDP growth (percent), 2009	3.4
Environmental Performance Index, 2010 (out of 163 economies)	137

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	347	1.8	4.2
Employment (1,000 jobs)	64	1.5	2.9
T&T economy, 2010 estimates			
GDP (US$ millions)	1,043	5.4	4.2
Employment (1,000 jobs)	194	4.5	2.9

Source: World Travel & Tourism Council, TSA Research 2010

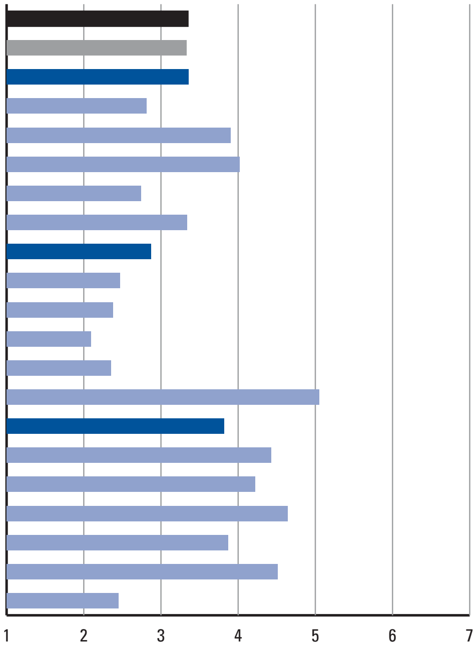
International tourist arrivals (thousands), 2009	671.2
International tourism receipts (US$ millions), 2009	279.0



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**117**	**3.3**
2009 Index	114	3.3
T&T regulatory framework	**133**	**3.4**
Policy rules and regulations	138	2.8
Environmental sustainability	128	3.9
Safety and security	112	4.0
Health and hygiene	110	2.7
Prioritization of Travel & Tourism	124	3.3
T&T business environment and infrastructure	**111**	**2.9**
Air transport infrastructure	100	2.5
Ground transport infrastructure	134	2.4
Tourism infrastructure	109	2.1
ICT infrastructure	102	2.4
Price competitiveness in the T&T industry	33	5.0
T&T human, cultural, and natural resources	**67**	**3.8**
Human resources	103	4.4
Education and training	96	4.2
Availability of qualified labor	111	4.6
Affinity for Travel & Tourism	134	3.9
Natural resources	24	4.5
Cultural resources	68	2.4



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Bolivia

The Travel & Tourism Competitiveness Index in detail

1st pillar: Policy rules and regulations

	INDICATOR	RANK/139
1.01	Prevalence of foreign ownership	131
1.02	Property rights	137
1.03	Business impact of rules on FDI	137
1.04	Visa requirements*	90
1.05	Openness of bilateral Air Service Agreements*	69
1.06	Transparency of government policymaking	132
1.07	Time required to start a business*	121
1.08	Cost to start a business*	126
1.09	GATS commitments*	85

2nd pillar: Environmental sustainability

	INDICATOR	RANK/139
2.01	Stringency of environmental regulation	111
2.02	Enforcement of environmental regulation	121
2.03	Sustainability of T&T industry development	129
2.04	Carbon dioxide emissions*	**44**
2.05	Particulate matter concentration*	123
2.06	Threatened species*	60
2.07	Environmental treaty ratification*	65

3rd pillar: Safety and security

	INDICATOR	RANK/139
3.01	Business costs of terrorism	104
3.02	Reliability of police services	138
3.03	Business costs of crime and violence	110
3.04	Road traffic accidents*	72

4th pillar: Health and hygiene

	INDICATOR	RANK/139
4.01	Physician density*	80
4.02	Access to improved sanitation*	124
4.03	Access to improved drinking water*	95
4.04	Hospital beds*	104

5th pillar: Prioritization of Travel & Tourism

	INDICATOR	RANK/139
5.01	Government prioritization of the T&T industry	132
5.02	T&T government expenditure*	74
5.03	Effectiveness of marketing and branding	131
5.04	Comprehensiveness of annual T&T data*	58
5.05	Timeliness of providing monthly/quarterly T&T data*	109

6th pillar: Air transport infrastructure

	INDICATOR	RANK/139
6.01	Quality of air transport infrastructure	103
6.02	Available seat kilometers, domestic*	**46**
6.03	Available seat kilometers, international*	101
6.04	Departures per 1,000 population*	71
6.05	Airport density*	**34**
6.06	Number of operating airlines*	101
6.07	International air transport network	121

7th pillar: Ground transport infrastructure

	INDICATOR	RANK/139
7.01	Quality of roads	121
7.02	Quality of railroad infrastructure	94
7.03	Quality of port infrastructure	127
7.04	Quality of ground transport network	129
7.05	Road density*	122

8th pillar: Tourism infrastructure

	INDICATOR	RANK/139
8.01	Hotel rooms*	83
8.02	Presence of major car rental companies*	112
8.03	ATMs accepting Visa cards*	94

9th pillar: ICT infrastructure

	INDICATOR	RANK/139
9.01	Extent of business Internet use	116
9.02	Internet users*	100
9.03	Telephone lines*	99
9.04	Broadband Internet subscribers*	79
9.05	Mobile telephone subscribers*	94

10th pillar: Price competitiveness in the T&T industry

	INDICATOR	RANK/139
10.01	Ticket taxes and airport charges*	124
10.02	Purchasing power parity*	**16**
10.03	Extent and effect of taxation	111
10.04	Fuel price levels*	**23**
10.05	Hotel price index*	**3**

11th pillar: Human resources

	INDICATOR	RANK/139
11.01	Primary education enrollment*	83
11.02	Secondary education enrollment*	89
11.03	Quality of the educational system	110
11.04	Local availability of research and training services	112
11.05	Extent of staff training	121
11.06	Hiring and firing practices	114
11.07	Ease of hiring foreign labor	99
11.08	HIV prevalence*	56
11.09	Business impact of HIV/AIDS	87
11.10	Life expectancy*	100

12th pillar: Affinity for Travel & Tourism

	INDICATOR	RANK/139
12.01	Tourism openness*	98
12.02	Attitude of population toward foreign visitors	131
12.03	Extension of business trips recommended	126

13th pillar: Natural resources

	INDICATOR	RANK/139
13.01	Number of World Heritage natural sites*	**43**
13.02	Protected areas*	**27**
13.03	Quality of the natural environment	74
13.04	Total known species*	**8**

14th pillar: Cultural resources

	INDICATOR	RANK/139
14.01	Number of World Heritage cultural sites*	**29**
14.02	Sports stadiums*	71
14.03	Number of international fairs and exhibitions*	77
14.04	Creative industries exports*	76

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Bosnia and Herzegovina

Key indicators

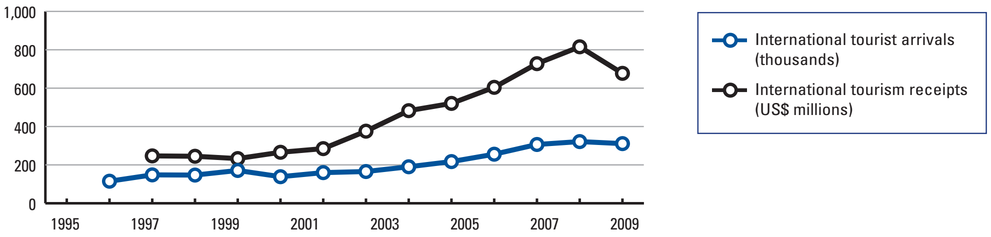
Population (millions), 2009	3.8
Surface area (1,000 square kilometers)	51.2
Gross domestic product (US$ billions), 2009	17.0
Gross domestic product (PPP, US$) per capita, 2009	7,633.9
Real GDP growth (percent), 2009	–3.1
Environmental Performance Index, 2010 (out of 163 economies)	98

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	518	2.8	6.0
Employment (1,000 jobs)	25	2.3	1.1
T&T economy, 2010 estimates			
GDP (US$ millions)	1,855	10.2	6.1
Employment (1,000 jobs)	91	8.3	1.3

Source: World Travel & Tourism Council, TSA Research 2010

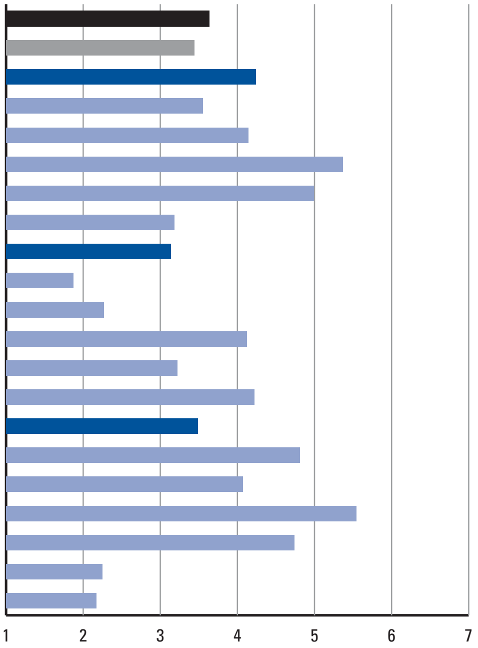
International tourist arrivals (thousands), 2009	310.9
International tourism receipts (US$ millions), 2009	677.1



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**97**	**3.6**
2009 Index	107	3.4
T&T regulatory framework	**92**	**4.2**
Policy rules and regulations	129	3.6
Environmental sustainability	108	4.1
Safety and security	40	5.4
Health and hygiene	61	5.0
Prioritization of Travel & Tourism	128	3.2
T&T business environment and infrastructure	**97**	**3.1**
Air transport infrastructure	134	1.9
Ground transport infrastructure	137	2.3
Tourism infrastructure	62	4.1
ICT infrastructure	70	3.2
Price competitiveness in the T&T industry	103	4.2
T&T human, cultural, and natural resources	**103**	**3.5**
Human resources	77	4.8
Education and training	103	4.1
Availability of qualified labor	15	5.5
Affinity for Travel & Tourism	58	4.7
Natural resources	121	2.2
Cultural resources	75	2.2



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Bosnia and Herzegovina

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	96
1.02	Property rights	133
1.03	Business impact of rules on FDI	113
1.04	Visa requirements*	73
1.05	Openness of bilateral Air Service Agreements*	75
1.06	Transparency of government policymaking	139
1.07	Time required to start a business*	122
1.08	Cost to start a business*	89
1.09	GATS commitments*	n/a
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	130
2.02	Enforcement of environmental regulation	119
2.03	Sustainability of T&T industry development	136
2.04	Carbon dioxide emissions*	99
2.05	Particulate matter concentration*	**25**
2.06	Threatened species*	**38**
2.07	Environmental treaty ratification*	125
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	**18**
3.02	Reliability of police services	73
3.03	Business costs of crime and violence	64
3.04	Road traffic accidents*	**28**
	4th pillar: Health and hygiene	
4.01	Physician density*	73
4.02	Access to improved sanitation*	**50**
4.03	Access to improved drinking water*	**40**
4.04	Hospital beds*	60
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	136
5.02	T&T government expenditure*	127
5.03	Effectiveness of marketing and branding	132
5.04	Comprehensiveness of annual T&T data*	115
5.05	Timeliness of providing monthly/quarterly T&T data*	**46**
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	138
6.02	Available seat kilometers, domestic*	103
6.03	Available seat kilometers, international*	131
6.04	Departures per 1,000 population*	86
6.05	Airport density*	**44**
6.06	Number of operating airlines*	115
6.07	International air transport network	139
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	137
7.02	Quality of railroad infrastructure	95
7.03	Quality of port infrastructure	138
7.04	Quality of ground transport network	123
7.05	Road density*	59

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	70
8.02	Presence of major car rental companies*	**1**
8.03	ATMs accepting Visa cards*	70
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	117
9.02	Internet users*	61
9.03	Telephone lines*	**49**
9.04	Broadband Internet subscribers*	58
9.05	Mobile telephone subscribers*	80
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	113
10.02	Purchasing power parity*	61
10.03	Extent and effect of taxation	132
10.04	Fuel price levels*	72
10.05	Hotel price index*	n/a
	11th pillar: Human resources	
11.01	Primary education enrollment*	109
11.02	Secondary education enrollment*	59
11.03	Quality of the educational system	102
11.04	Local availability of research and training services	128
11.05	Extent of staff training	136
11.06	Hiring and firing practices	**10**
11.07	Ease of hiring foreign labor	57
11.08	HIV prevalence*	**1**
11.09	Business impact of HIV/AIDS	**4**
11.10	Life expectancy*	**46**
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	63
12.02	Attitude of population toward foreign visitors	83
12.03	Extension of business trips recommended	**47**
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	75
13.02	Protected areas*	133
13.03	Quality of the natural environment	**45**
13.04	Total known species*	107
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	89
14.02	Sports stadiums*	**28**
14.03	Number of international fairs and exhibitions*	90
14.04	Creative industries exports*	72

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Botswana

Key indicators

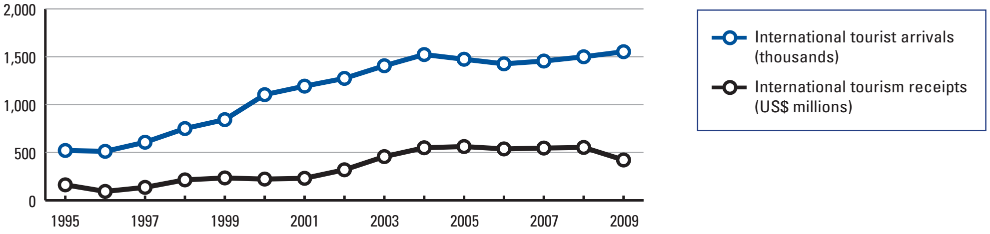
Population (millions), 2009	1.9
Surface area (1,000 square kilometers)	581.7
Gross domestic product (US$ billions), 2009	11.7
Gross domestic product (PPP, US$) per capita, 2009	14,320.7
Real GDP growth (percent), 2009	–3.7
Environmental Performance Index, 2010 (out of 163 economies)	149

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	568	3.7	6.2
Employment (1,000 jobs)	26	4.9	2.6
T&T economy, 2010 estimates			
GDP (US$ millions)	1,310	8.5	6.0
Employment (1,000 jobs)	54	10.3	5.0

Source: World Travel & Tourism Council, TSA Research 2010

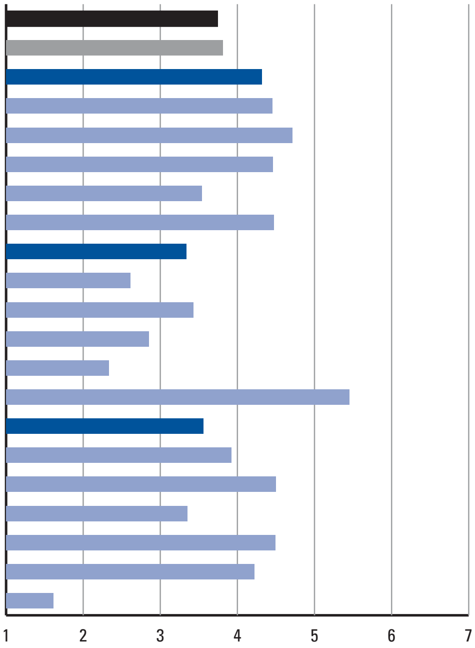
International tourist arrivals (thousands), 2009	1,552.6
International tourism receipts (US$ millions), 2009	421.6



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**91**	**3.7**
2009 Index	79	3.8
T&T regulatory framework	**86**	**4.3**
Policy rules and regulations	64	4.4
Environmental sustainability	58	4.7
Safety and security	87	4.5
Health and hygiene	100	3.5
Prioritization of Travel & Tourism	73	4.5
T&T business environment and infrastructure	**85**	**3.3**
Air transport infrastructure	91	2.6
Ground transport infrastructure	73	3.4
Tourism infrastructure	90	2.9
ICT infrastructure	104	2.3
Price competitiveness in the T&T industry	8	5.4
T&T human, cultural, and natural resources	**98**	**3.6**
Human resources	119	3.9
Education and training	80	4.5
Availability of qualified labor	134	3.3
Affinity for Travel & Tourism	85	4.5
Natural resources	33	4.2
Cultural resources	106	1.6



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Botswana

The Travel & Tourism Competitiveness Index in detail

1st pillar: Policy rules and regulations

	INDICATOR	RANK/139
1.01	Prevalence of foreign ownership	**29**
1.02	Property rights	**35**
1.03	Business impact of rules on FDI	**25**
1.04	Visa requirements*	**29**
1.05	Openness of bilateral Air Service Agreements*	105
1.06	Transparency of government policymaking	**26**
1.07	Time required to start a business*	126
1.08	Cost to start a business*	**27**
1.09	GATS commitments*	96

2nd pillar: Environmental sustainability

2.01	Stringency of environmental regulation	52
2.02	Enforcement of environmental regulation	**45**
2.03	Sustainability of T&T industry development	**28**
2.04	Carbon dioxide emissions*	62
2.05	Particulate matter concentration*	107
2.06	Threatened species*	**15**
2.07	Environmental treaty ratification*	117

3rd pillar: Safety and security

3.01	Business costs of terrorism	**46**
3.02	Reliability of police services	**43**
3.03	Business costs of crime and violence	83
3.04	Road traffic accidents*	121

4th pillar: Health and hygiene

4.01	Physician density*	105
4.02	Access to improved sanitation*	95
4.03	Access to improved drinking water*	66
4.04	Hospital beds*	89

5th pillar: Prioritization of Travel & Tourism

5.01	Government prioritization of the T&T industry	**39**
5.02	T&T government expenditure*	**25**
5.03	Effectiveness of marketing and branding	75
5.04	Comprehensiveness of annual T&T data*	85
5.05	Timeliness of providing monthly/quarterly T&T data*	123

6th pillar: Air transport infrastructure

6.01	Quality of air transport infrastructure	94
6.02	Available seat kilometers, domestic*	73
6.03	Available seat kilometers, international*	135
6.04	Departures per 1,000 population*	62
6.05	Airport density*	**21**
6.06	Number of operating airlines*	131
6.07	International air transport network	119

7th pillar: Ground transport infrastructure

7.01	Quality of roads	**47**
7.02	Quality of railroad infrastructure	**44**
7.03	Quality of port infrastructure	86
7.04	Quality of ground transport network	95
7.05	Road density*	128

8th pillar: Tourism infrastructure

	INDICATOR	RANK/139
8.01	Hotel rooms*	79
8.02	Presence of major car rental companies*	80
8.03	ATMs accepting Visa cards*	84

9th pillar: ICT infrastructure

9.01	Extent of business Internet use	112
9.02	Internet users*	114
9.03	Telephone lines*	104
9.04	Broadband Internet subscribers*	102
9.05	Mobile telephone subscribers*	67

10th pillar: Price competitiveness in the T&T industry

10.01	Ticket taxes and airport charges*	**12**
10.02	Purchasing power parity*	**28**
10.03	Extent and effect of taxation	**13**
10.04	Fuel price levels*	**49**
10.05	Hotel price index*	n/a

11th pillar: Human resources

11.01	Primary education enrollment*	111
11.02	Secondary education enrollment*	87
11.03	Quality of the educational system	**48**
11.04	Local availability of research and training services	108
11.05	Extent of staff training	54
11.06	Hiring and firing practices	67
11.07	Ease of hiring foreign labor	123
11.08	HIV prevalence*	138
11.09	Business impact of HIV/AIDS	132
11.10	Life expectancy*	114

12th pillar: Affinity for Travel & Tourism

12.01	Tourism openness*	57
12.02	Attitude of population toward foreign visitors	116
12.03	Extension of business trips recommended	87

13th pillar: Natural resources

13.01	Number of World Heritage natural sites*	75
13.02	Protected areas*	**6**
13.03	Quality of the natural environment	**27**
13.04	Total known species*	**48**

14th pillar: Cultural resources

14.01	Number of World Heritage cultural sites*	104
14.02	Sports stadiums*	57
14.03	Number of international fairs and exhibitions*	106
14.04	Creative industries exports*	128

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Brazil

Key indicators

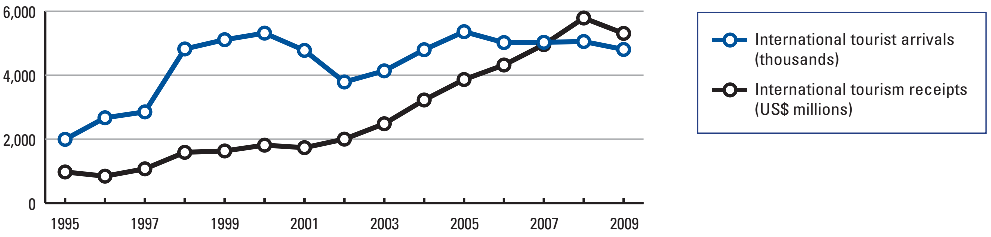
Population (millions), 2009	193.7
Surface area (1,000 square kilometers)	8,514.9
Gross domestic product (US$ billions), 2009	1,574.0
Gross domestic product (PPP, US$) per capita, 2009	10,498.9
Real GDP growth (percent), 2009	–0.2
Environmental Performance Index, 2010 (out of 163 economies)	62

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	44,906	2.4	4.4
Employment (1,000 jobs)	2,209	2.3	2.9
T&T economy, 2010 estimates			
GDP (US$ millions)	109,739	5.9	5.6
Employment (1,000 jobs)	5,333	5.6	3.9

Source: World Travel & Tourism Council, TSA Research 2010

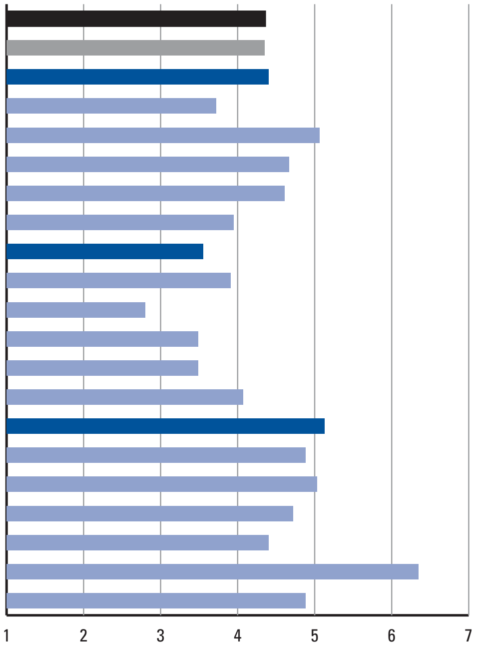
International tourist arrivals (thousands), 2009	4,802.2
International tourism receipts (US$ millions), 2009	5,304.6



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**52**	**4.4**
2009 Index	45	4.3
T&T regulatory framework	**80**	**4.4**
Policy rules and regulations	114	3.7
Environmental sustainability	29	5.1
Safety and security	75	4.7
Health and hygiene	73	4.6
Prioritization of Travel & Tourism	108	3.9
T&T business environment and infrastructure	**75**	**3.6**
Air transport infrastructure	42	3.9
Ground transport infrastructure	116	2.8
Tourism infrastructure	76	3.5
ICT infrastructure	56	3.5
Price competitiveness in the T&T industry	114	4.1
T&T human, cultural, and natural resources	**11**	**5.1**
Human resources	70	4.9
Education and training	44	5.0
Availability of qualified labor	106	4.7
Affinity for Travel & Tourism	97	4.4
Natural resources	1	6.4
Cultural resources	23	4.9



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Brazil

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	76
1.02	Property rights	72
1.03	Business impact of rules on FDI	81
1.04	Visa requirements*	74
1.05	Openness of bilateral Air Service Agreements*	**38**
1.06	Transparency of government policymaking	87
1.07	Time required to start a business*	135
1.08	Cost to start a business*	59
1.09	GATS commitments*	114
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	**29**
2.02	Enforcement of environmental regulation	61
2.03	Sustainability of T&T industry development	94
2.04	Carbon dioxide emissions*	55
2.05	Particulate matter concentration*	**40**
2.06	Threatened species*	104
2.07	Environmental treaty ratification*	**16**
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	**15**
3.02	Reliability of police services	74
3.03	Business costs of crime and violence	123
3.04	Road traffic accidents*	79
	4th pillar: Health and hygiene	
4.01	Physician density*	65
4.02	Access to improved sanitation*	81
4.03	Access to improved drinking water*	57
4.04	Hospital beds*	74
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	104
5.02	T&T government expenditure*	83
5.03	Effectiveness of marketing and branding	95
5.04	Comprehensiveness of annual T&T data*	119
5.05	Timeliness of providing monthly/quarterly T&T data*	72
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	93
6.02	Available seat kilometers, domestic*	**4**
6.03	Available seat kilometers, international*	**18**
6.04	Departures per 1,000 population*	60
6.05	Airport density*	82
6.06	Number of operating airlines*	**31**
6.07	International air transport network	65
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	105
7.02	Quality of railroad infrastructure	87
7.03	Quality of port infrastructure	123
7.04	Quality of ground transport network	74
7.05	Road density*	84

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	91
8.02	Presence of major car rental companies*	64
8.03	ATMs accepting Visa cards*	62
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	**25**
9.02	Internet users*	59
9.03	Telephone lines*	61
9.04	Broadband Internet subscribers*	61
9.05	Mobile telephone subscribers*	77
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	97
10.02	Purchasing power parity*	104
10.03	Extent and effect of taxation	139
10.04	Fuel price levels*	89
10.05	Hotel price index*	**34**
	11th pillar: Human resources	
11.01	Primary education enrollment*	66
11.02	Secondary education enrollment*	**24**
11.03	Quality of the educational system	103
11.04	Local availability of research and training services	**36**
11.05	Extent of staff training	53
11.06	Hiring and firing practices	131
11.07	Ease of hiring foreign labor	109
11.08	HIV prevalence*	93
11.09	Business impact of HIV/AIDS	68
11.10	Life expectancy*	64
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	131
12.02	Attitude of population toward foreign visitors	**25**
12.03	Extension of business trips recommended	69
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	**6**
13.02	Protected areas*	**11**
13.03	Quality of the natural environment	**44**
13.04	Total known species*	**1**
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	**19**
14.02	Sports stadiums*	58
14.03	Number of international fairs and exhibitions*	**8**
14.04	Creative industries exports*	**36**

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Brunei Darussalam

Key indicators

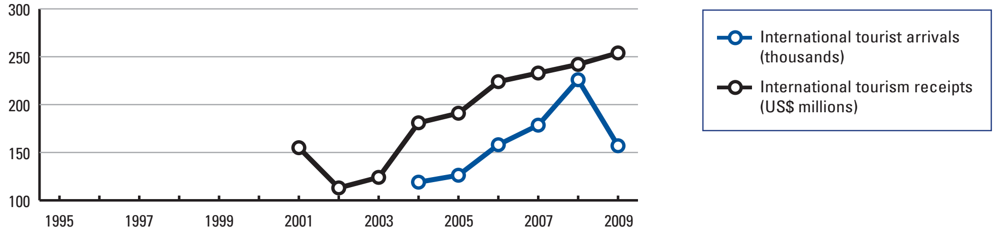
Population (millions), 2009	0.4
Surface area (1,000 square kilometers)	5.8
Gross domestic product (US$ billions), 2009	10.4
Gross domestic product (PPP, US$) per capita, 2009	47,930.2
Real GDP growth (percent), 2009	–0.5
Environmental Performance Index, 2010 (out of 163 economies)	72

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	258	2.0	4.6
Employment (1,000 jobs)	6	3.2	2.7
T&T economy, 2010 estimates			
GDP (US$ millions)	1,464	11.5	4.5
Employment (1,000 jobs)	25	13.4	2.9

Source: World Travel & Tourism Council, TSA Research 2010

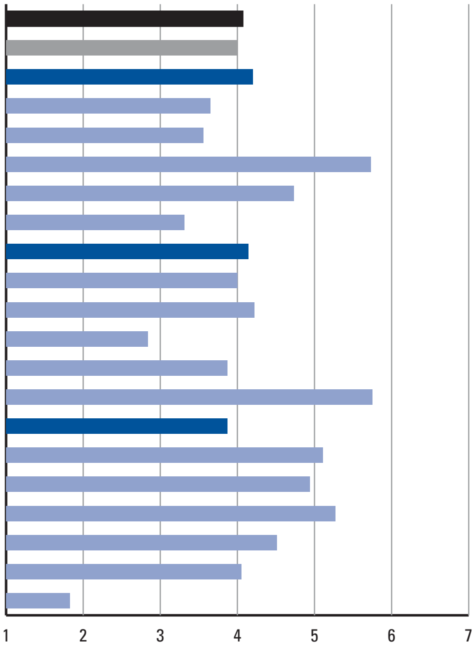
International tourist arrivals (thousands), 2009	157.0
International tourism receipts (US$ millions), 2009	254.0



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**67**	**4.1**
2009 Index	69	4.0
T&T regulatory framework	**96**	**4.2**
Policy rules and regulations	120	3.7
Environmental sustainability	136	3.6
Safety and security	23	5.7
Health and hygiene	70	4.7
Prioritization of Travel & Tourism	127	3.3
T&T business environment and infrastructure	**50**	**4.1**
Air transport infrastructure	41	4.0
Ground transport infrastructure	49	4.2
Tourism infrastructure	91	2.8
ICT infrastructure	47	3.9
Price competitiveness in the T&T industry	1	5.8
T&T human, cultural, and natural resources	**63**	**3.9**
Human resources	47	5.1
Education and training	49	4.9
Availability of qualified labor	36	5.3
Affinity for Travel & Tourism	78	4.5
Natural resources	38	4.0
Cultural resources	91	1.8



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Brunei Darussalam

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	85
1.02	Property rights	52
1.03	Business impact of rules on FDI	70
1.04	Visa requirements*	88
1.05	Openness of bilateral Air Service Agreements*	**14**
1.06	Transparency of government policymaking	88
1.07	Time required to start a business*	134
1.08	Cost to start a business*	76
1.09	GATS commitments*	115
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	**47**
2.02	Enforcement of environmental regulation	**39**
2.03	Sustainability of T&T industry development	**24**
2.04	Carbon dioxide emissions*	131
2.05	Particulate matter concentration*	96
2.06	Threatened species*	120
2.07	Environmental treaty ratification*	133
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	**23**
3.02	Reliability of police services	**36**
3.03	Business costs of crime and violence	**18**
3.04	Road traffic accidents*	52
	4th pillar: Health and hygiene	
4.01	Physician density*	86
4.02	Access to improved sanitation*	66
4.03	Access to improved drinking water*	**39**
4.04	Hospital beds*	72
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	79
5.02	T&T government expenditure*	132
5.03	Effectiveness of marketing and branding	61
5.04	Comprehensiveness of annual T&T data*	125
5.05	Timeliness of providing monthly/quarterly T&T data*	123
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	60
6.02	Available seat kilometers, domestic*	103
6.03	Available seat kilometers, international*	87
6.04	Departures per 1,000 population*	**11**
6.05	Airport density*	**18**
6.06	Number of operating airlines*	129
6.07	International air transport network	64
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	**33**
7.02	Quality of railroad infrastructure	n/a
7.03	Quality of port infrastructure	58
7.04	Quality of ground transport network	118
7.05	Road density*	**49**

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	**43**
8.02	Presence of major car rental companies*	112
8.03	ATMs accepting Visa cards*	83
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	59
9.02	Internet users*	**14**
9.03	Telephone lines*	67
9.04	Broadband Internet subscribers*	66
9.05	Mobile telephone subscribers*	57
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	**5**
10.02	Purchasing power parity*	59
10.03	Extent and effect of taxation	**15**
10.04	Fuel price levels*	**11**
10.05	Hotel price index*	n/a
	11th pillar: Human resources	
11.01	Primary education enrollment*	74
11.02	Secondary education enrollment*	**34**
11.03	Quality of the educational system	**31**
11.04	Local availability of research and training services	115
11.05	Extent of staff training	60
11.06	Hiring and firing practices	**37**
11.07	Ease of hiring foreign labor	98
11.08	HIV prevalence*	**1**
11.09	Business impact of HIV/AIDS	77
11.10	Life expectancy*	**38**
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	**44**
12.02	Attitude of population toward foreign visitors	99
12.03	Extension of business trips recommended	114
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	75
13.02	Protected areas*	**9**
13.03	Quality of the natural environment	**20**
13.04	Total known species*	62
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	122
14.02	Sports stadiums*	**31**
14.03	Number of international fairs and exhibitions*	104
14.04	Creative industries exports*	128

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Bulgaria

Key indicators

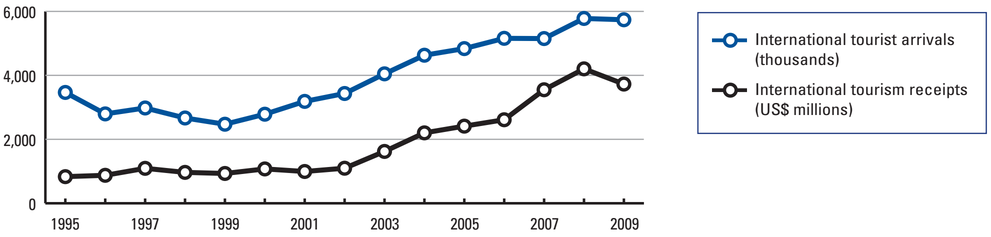
Population (millions), 2009	7.6
Surface area (1,000 square kilometers)	111.0
Gross domestic product (US$ billions), 2009	47.1
Gross domestic product (PPP, US$) per capita, 2009	11,883.4
Real GDP growth (percent), 2009	–5.0
Environmental Performance Index, 2010 (out of 163 economies)	65

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	1,567	3.1	3.3
Employment (1,000 jobs)	86	2.7	–2.8
T&T economy, 2010 estimates			
GDP (US$ millions)	5,951	11.9	4.4
Employment (1,000 jobs)	324	10.2	–1.8

Source: World Travel & Tourism Council, TSA Research 2010

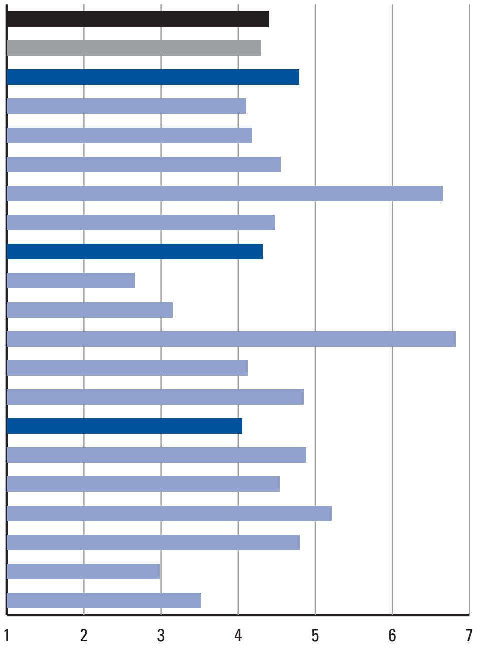
International tourist arrivals (thousands), 2009	5,738.9
International tourism receipts (US$ millions), 2009	3,727.8



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**48**	**4.4**
2009 Index	50	4.3
T&T regulatory framework	**54**	**4.8**
Policy rules and regulations	94	4.1
Environmental sustainability	99	4.2
Safety and security	81	4.6
Health and hygiene	10	6.7
Prioritization of Travel & Tourism	71	4.5
T&T business environment and infrastructure	**44**	**4.3**
Air transport infrastructure	89	2.7
Ground transport infrastructure	90	3.2
Tourism infrastructure	6	6.8
ICT infrastructure	43	4.1
Price competitiveness in the T&T industry	46	4.8
T&T human, cultural, and natural resources	**51**	**4.0**
Human resources	71	4.9
Education and training	78	4.5
Availability of qualified labor	42	5.2
Affinity for Travel & Tourism	51	4.8
Natural resources	78	3.0
Cultural resources	37	3.5



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Bulgaria

The Travel & Tourism Competitiveness Index in detail

1st pillar: Policy rules and regulations

	INDICATOR	RANK/139
1.01	Prevalence of foreign ownership	102
1.02	Property rights	121
1.03	Business impact of rules on FDI	126
1.04	Visa requirements*	**42**
1.05	Openness of bilateral Air Service Agreements*	102
1.06	Transparency of government policymaking	130
1.07	Time required to start a business*	71
1.08	Cost to start a business*	**19**
1.09	GATS commitments*	85

2nd pillar: Environmental sustainability

2.01	Stringency of environmental regulation	125
2.02	Enforcement of environmental regulation	118
2.03	Sustainability of T&T industry development	123
2.04	Carbon dioxide emissions*	92
2.05	Particulate matter concentration*	99
2.06	Threatened species*	58
2.07	Environmental treaty ratification*	**16**

3rd pillar: Safety and security

3.01	Business costs of terrorism	92
3.02	Reliability of police services	111
3.03	Business costs of crime and violence	103
3.04	Road traffic accidents*	**45**

4th pillar: Health and hygiene

4.01	Physician density*	**17**
4.02	Access to improved sanitation*	**1**
4.03	Access to improved drinking water*	**1**
4.04	Hospital beds*	**21**

5th pillar: Prioritization of Travel & Tourism

5.01	Government prioritization of the T&T industry	108
5.02	T&T government expenditure*	70
5.03	Effectiveness of marketing and branding	110
5.04	Comprehensiveness of annual T&T data*	**15**
5.05	Timeliness of providing monthly/quarterly T&T data*	**6**

6th pillar: Air transport infrastructure

6.01	Quality of air transport infrastructure	90
6.02	Available seat kilometers, domestic*	69
6.03	Available seat kilometers, international*	81
6.04	Departures per 1,000 population*	74
6.05	Airport density*	83
6.06	Number of operating airlines*	**47**
6.07	International air transport network	95

7th pillar: Ground transport infrastructure

7.01	Quality of roads	135
7.02	Quality of railroad infrastructure	54
7.03	Quality of port infrastructure	87
7.04	Quality of ground transport network	79
7.05	Road density*	61

8th pillar: Tourism infrastructure

	INDICATOR	RANK/139
8.01	Hotel rooms*	**13**
8.02	Presence of major car rental companies*	**1**
8.03	ATMs accepting Visa cards*	**22**

9th pillar: ICT infrastructure

9.01	Extent of business Internet use	**39**
9.02	Internet users*	48
9.03	Telephone lines*	**43**
9.04	Broadband Internet subscribers*	**43**
9.05	Mobile telephone subscribers*	**16**

10th pillar: Price competitiveness in the T&T industry

10.01	Ticket taxes and airport charges*	**30**
10.02	Purchasing power parity*	**33**
10.03	Extent and effect of taxation	83
10.04	Fuel price levels*	93
10.05	Hotel price index*	**24**

11th pillar: Human resources

11.01	Primary education enrollment*	51
11.02	Secondary education enrollment*	66
11.03	Quality of the educational system	85
11.04	Local availability of research and training services	80
11.05	Extent of staff training	135
11.06	Hiring and firing practices	**42**
11.07	Ease of hiring foreign labor	72
11.08	HIV prevalence*	**20**
11.09	Business impact of HIV/AIDS	71
11.10	Life expectancy*	64

12th pillar: Affinity for Travel & Tourism

12.01	Tourism openness*	**17**
12.02	Attitude of population toward foreign visitors	122
12.03	Extension of business trips recommended	116

13th pillar: Natural resources

13.01	Number of World Heritage natural sites*	**24**
13.02	Protected areas*	72
13.03	Quality of the natural environment	117
13.04	Total known species*	82

14th pillar: Cultural resources

14.01	Number of World Heritage cultural sites*	**25**
14.02	Sports stadiums*	**19**
14.03	Number of international fairs and exhibitions*	57
14.04	Creative industries exports*	55

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Burkina Faso

Key indicators

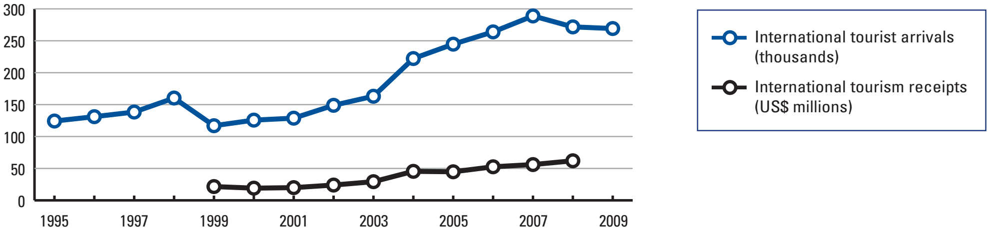
Population (millions), 2009	15.8
Surface area (1,000 square kilometers)	274.0
Gross domestic product (US$ billions), 2009	8.1
Gross domestic product (PPP, US$) per capita, 2009	1,302.6
Real GDP growth (percent), 2009	3.2
Environmental Performance Index, 2010 (out of 163 economies)	128

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	85	0.9	5.4
Employment (1,000 jobs)	31	0.7	2.5
T&T economy, 2010 estimates			
GDP (US$ millions)	250	2.7	6.2
Employment (1,000 jobs)	92	2.2	3.4

Source: World Travel & Tourism Council, TSA Research 2010

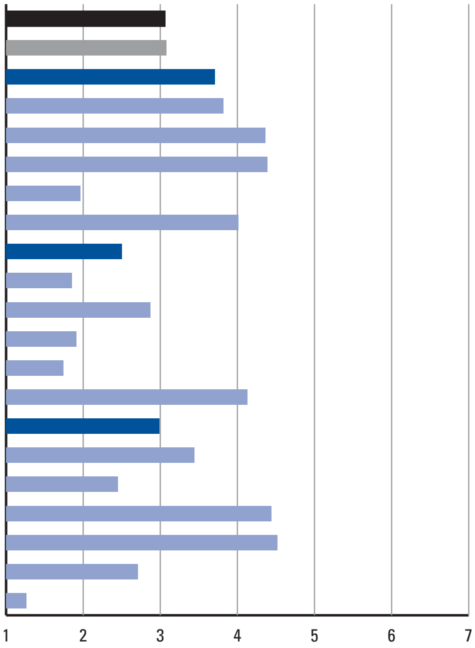
International tourist arrivals (thousands), 2009	269.2
International tourism receipts (US$ millions), 2008	62.0



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**132**	**3.1**
2009 Index	126	3.1
T&T regulatory framework	**117**	**3.7**
Policy rules and regulations	104	3.8
Environmental sustainability	80	4.4
Safety and security	93	4.4
Health and hygiene	127	2.0
Prioritization of Travel & Tourism	104	4.0
T&T business environment and infrastructure	**135**	**2.5**
Air transport infrastructure	135	1.8
Ground transport infrastructure	110	2.9
Tourism infrastructure	120	1.9
ICT infrastructure	134	1.7
Price competitiveness in the T&T industry	112	4.1
T&T human, cultural, and natural resources	**132**	**3.0**
Human resources	133	3.4
Education and training	139	2.5
Availability of qualified labor	122	4.4
Affinity for Travel & Tourism	77	4.5
Natural resources	91	2.7
Cultural resources	128	1.3



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Burkina Faso

The Travel & Tourism Competitiveness Index in detail

1st pillar: Policy rules and regulations

	INDICATOR	RANK/139
1.01	Prevalence of foreign ownership	101
1.02	Property rights	78
1.03	Business impact of rules on FDI	68
1.04	Visa requirements*	117
1.05	Openness of bilateral Air Service Agreements*	131
1.06	Transparency of government policymaking	86
1.07	Time required to start a business*	57
1.08	Cost to start a business*	117
1.09	GATS commitments*	52

2nd pillar: Environmental sustainability

	INDICATOR	RANK/139
2.01	Stringency of environmental regulation	104
2.02	Enforcement of environmental regulation	97
2.03	Sustainability of T&T industry development	52
2.04	Carbon dioxide emissions*	**8**
2.05	Particulate matter concentration*	119
2.06	Threatened species*	**22**
2.07	Environmental treaty ratification*	94

3rd pillar: Safety and security

	INDICATOR	RANK/139
3.01	Business costs of terrorism	52
3.02	Reliability of police services	85
3.03	Business costs of crime and violence	63
3.04	Road traffic accidents*	112

4th pillar: Health and hygiene

	INDICATOR	RANK/139
4.01	Physician density*	126
4.02	Access to improved sanitation*	131
4.03	Access to improved drinking water*	112
4.04	Hospital beds*	112

5th pillar: Prioritization of Travel & Tourism

	INDICATOR	RANK/139
5.01	Government prioritization of the T&T industry	**38**
5.02	T&T government expenditure*	110
5.03	Effectiveness of marketing and branding	**45**
5.04	Comprehensiveness of annual T&T data*	101
5.05	Timeliness of providing monthly/quarterly T&T data*	109

6th pillar: Air transport infrastructure

	INDICATOR	RANK/139
6.01	Quality of air transport infrastructure	131
6.02	Available seat kilometers, domestic*	92
6.03	Available seat kilometers, international*	124
6.04	Departures per 1,000 population*	118
6.05	Airport density*	127
6.06	Number of operating airlines*	120
6.07	International air transport network	126

7th pillar: Ground transport infrastructure

	INDICATOR	RANK/139
7.01	Quality of roads	122
7.02	Quality of railroad infrastructure	92
7.03	Quality of port infrastructure	80
7.04	Quality of ground transport network	113
7.05	Road density*	65

8th pillar: Tourism infrastructure

	INDICATOR	RANK/139
8.01	Hotel rooms*	129
8.02	Presence of major car rental companies*	95
8.03	ATMs accepting Visa cards*	128

9th pillar: ICT infrastructure

	INDICATOR	RANK/139
9.01	Extent of business Internet use	120
9.02	Internet users*	135
9.03	Telephone lines*	126
9.04	Broadband Internet subscribers*	116
9.05	Mobile telephone subscribers*	133

10th pillar: Price competitiveness in the T&T industry

	INDICATOR	RANK/139
10.01	Ticket taxes and airport charges*	130
10.02	Purchasing power parity*	**23**
10.03	Extent and effect of taxation	86
10.04	Fuel price levels*	108
10.05	Hotel price index*	n/a

11th pillar: Human resources

	INDICATOR	RANK/139
11.01	Primary education enrollment*	134
11.02	Secondary education enrollment*	138
11.03	Quality of the educational system	129
11.04	Local availability of research and training services	91
11.05	Extent of staff training	134
11.06	Hiring and firing practices	55
11.07	Ease of hiring foreign labor	**42**
11.08	HIV prevalence*	110
11.09	Business impact of HIV/AIDS	113
11.10	Life expectancy*	129

12th pillar: Affinity for Travel & Tourism

	INDICATOR	RANK/139
12.01	Tourism openness*	126
12.02	Attitude of population toward foreign visitors	**16**
12.03	Extension of business trips recommended	55

13th pillar: Natural resources

	INDICATOR	RANK/139
13.01	Number of World Heritage natural sites*	75
13.02	Protected areas*	**44**
13.03	Quality of the natural environment	130
13.04	Total known species*	61

14th pillar: Cultural resources

	INDICATOR	RANK/139
14.01	Number of World Heritage cultural sites*	104
14.02	Sports stadiums*	110
14.03	Number of international fairs and exhibitions*	87
14.04	Creative industries exports*	114

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Burundi

Key indicators

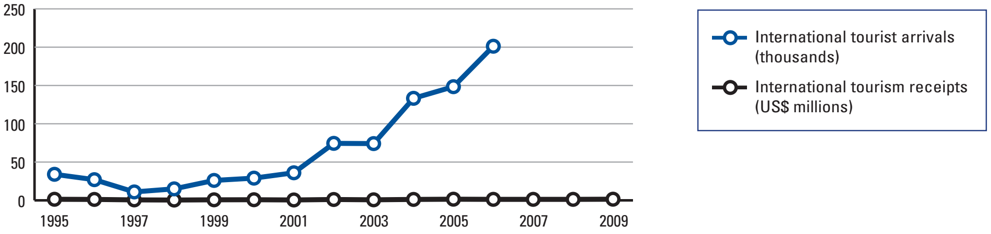
Population (millions), 2009	8.3
Surface area (1,000 square kilometers)	27.8
Gross domestic product (US$ billions), 2009	1.3
Gross domestic product (PPP, US$) per capita, 2009	399.7
Real GDP growth (percent), 2009	3.5
Environmental Performance Index, 2010 (out of 163 economies)	140

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	23	1.8	2.9
Employment (1,000 jobs)	24	1.4	–0.9
T&T economy, 2010 estimates			
GDP (US$ millions)	50	3.8	3.7
Employment (1,000 jobs)	53	3.0	–0.2

Source: World Travel & Tourism Council, TSA Research 2010

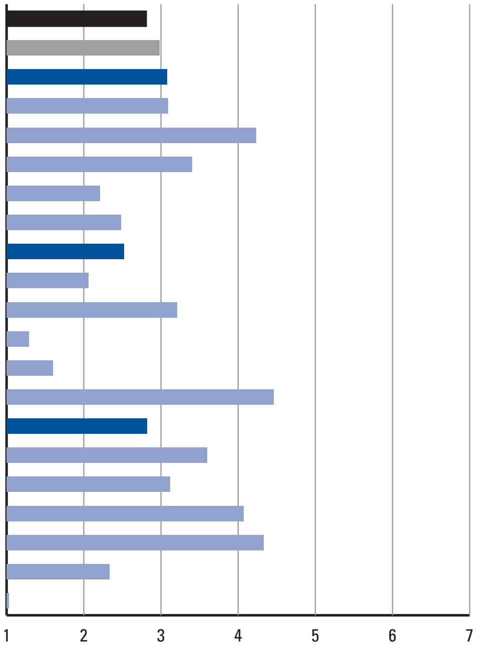
International tourist arrivals (thousands), 2006	201.2
International tourism receipts (US$ millions), 2009	1.5



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**137**	**2.8**
2009 Index	131	3.0
T&T regulatory framework	**137**	**3.1**
Policy rules and regulations	133	3.1
Environmental sustainability	91	4.2
Safety and security	132	3.4
Health and hygiene	120	2.2
Prioritization of Travel & Tourism	138	2.5
T&T business environment and infrastructure	**134**	**2.5**
Air transport infrastructure	129	2.1
Ground transport infrastructure	84	3.2
Tourism infrastructure	134	1.3
ICT infrastructure	137	1.6
Price competitiveness in the T&T industry	78	4.5
T&T human, cultural, and natural resources	**135**	**2.8**
Human resources	131	3.6
Education and training	130	3.1
Availability of qualified labor	127	4.1
Affinity for Travel & Tourism	103	4.3
Natural resources	118	2.3
Cultural resources	138	1.0



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Burundi

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	138
1.02	Property rights	127
1.03	Business impact of rules on FDI	117
1.04	Visa requirements*	136
1.05	Openness of bilateral Air Service Agreements*	117
1.06	Transparency of government policymaking	134
1.07	Time required to start a business*	102
1.08	Cost to start a business*	130
1.09	GATS commitments*	**3**
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	136
2.02	Enforcement of environmental regulation	136
2.03	Sustainability of T&T industry development	135
2.04	Carbon dioxide emissions*	**1**
2.05	Particulate matter concentration*	**50**
2.06	Threatened species*	**48**
2.07	Environmental treaty ratification*	117
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	130
3.02	Reliability of police services	135
3.03	Business costs of crime and violence	129
3.04	Road traffic accidents*	93
	4th pillar: Health and hygiene	
4.01	Physician density*	133
4.02	Access to improved sanitation*	111
4.03	Access to improved drinking water*	116
4.04	Hospital beds*	120
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	126
5.02	T&T government expenditure*	131
5.03	Effectiveness of marketing and branding	135
5.04	Comprehensiveness of annual T&T data*	130
5.05	Timeliness of providing monthly/quarterly T&T data*	123
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	121
6.02	Available seat kilometers, domestic*	103
6.03	Available seat kilometers, international*	136
6.04	Departures per 1,000 population*	n/a
6.05	Airport density*	131
6.06	Number of operating airlines*	131
6.07	International air transport network	120
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	120
7.02	Quality of railroad infrastructure	n/a
7.03	Quality of port infrastructure	120
7.04	Quality of ground transport network	78
7.05	Road density*	57

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	139
8.02	Presence of major car rental companies*	125
8.03	ATMs accepting Visa cards*	138
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	131
9.02	Internet users*	131
9.03	Telephone lines*	135
9.04	Broadband Internet subscribers*	137
9.05	Mobile telephone subscribers*	138
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	58
10.02	Purchasing power parity*	**18**
10.03	Extent and effect of taxation	127
10.04	Fuel price levels*	111
10.05	Hotel price index*	n/a
	11th pillar: Human resources	
11.01	Primary education enrollment*	**13**
11.02	Secondary education enrollment*	137
11.03	Quality of the educational system	134
11.04	Local availability of research and training services	138
11.05	Extent of staff training	133
11.06	Hiring and firing practices	86
11.07	Ease of hiring foreign labor	83
11.08	HIV prevalence*	123
11.09	Business impact of HIV/AIDS	129
11.10	Life expectancy*	131
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	69
12.02	Attitude of population toward foreign visitors	111
12.03	Extension of business trips recommended	106
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	75
13.02	Protected areas*	99
13.03	Quality of the natural environment	137
13.04	Total known species*	**47**
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	122
14.02	Sports stadiums*	126
14.03	Number of international fairs and exhibitions*	132
14.04	Creative industries exports*	127

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Cambodia

Key indicators

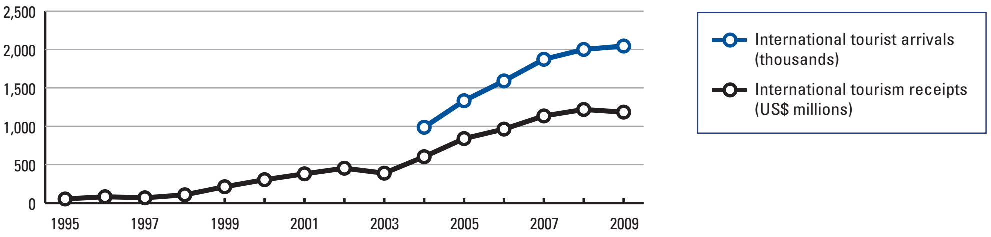
Population (millions), 2009	14.8
Surface area (1,000 square kilometers)	181.0
Gross domestic product (US$ billions), 2009	10.9
Gross domestic product (PPP, US$) per capita, 2009	1,993.1
Real GDP growth (percent), 2009	–2.0
Environmental Performance Index, 2010 (out of 163 economies)	148

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	1,033	8.9	4.8
Employment (1,000 jobs)	509	6.8	1.4
T&T economy, 2010 estimates			
GDP (US$ millions)	2,136	18.4	5.1
Employment (1,000 jobs)	1,069	14.3	1.5

Source: World Travel & Tourism Council, TSA Research 2010

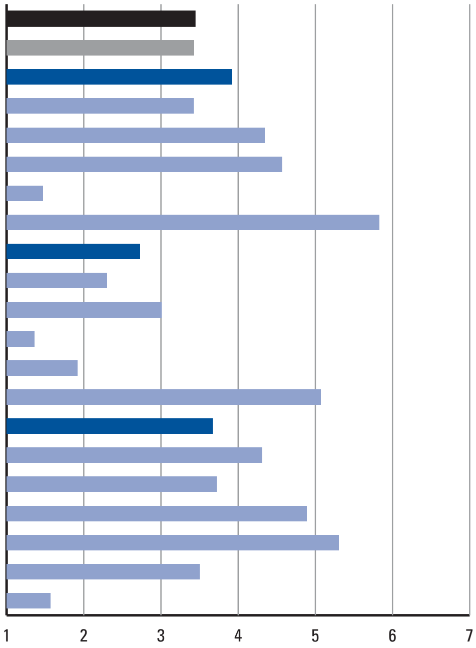
International tourist arrivals (thousands), 2009	2,045.7
International tourism receipts (US$ millions), 2009	1,184.6



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**109**	**3.4**
2009 Index	108	3.4
T&T regulatory framework	**110**	**3.9**
Policy rules and regulations	132	3.4
Environmental sustainability	82	4.3
Safety and security	79	4.6
Health and hygiene	133	1.5
Prioritization of Travel & Tourism	13	5.8
T&T business environment and infrastructure	**118**	**2.7**
Air transport infrastructure	113	2.3
Ground transport infrastructure	103	3.0
Tourism infrastructure	131	1.4
ICT infrastructure	123	1.9
Price competitiveness in the T&T industry	31	5.1
T&T human, cultural, and natural resources	**81**	**3.7**
Human resources	109	4.3
Education and training	118	3.7
Availability of qualified labor	89	4.9
Affinity for Travel & Tourism	21	5.3
Natural resources	53	3.5
Cultural resources	111	1.6



Note: For descriptions of variables and detailed sources, please refer to “How to the Read Country/Economy Profiles.”

Cambodia

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	91
1.02	Property rights	110
1.03	Business impact of rules on FDI	**37**
1.04	Visa requirements*	**15**
1.05	Openness of bilateral Air Service Agreements*	89
1.06	Transparency of government policymaking	125
1.07	Time required to start a business*	132
1.08	Cost to start a business*	129
1.09	GATS commitments*	**39**
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	106
2.02	Enforcement of environmental regulation	96
2.03	Sustainability of T&T industry development	60
2.04	Carbon dioxide emissions*	**18**
2.05	Particulate matter concentration*	88
2.06	Threatened species*	116
2.07	Environmental treaty ratification*	94
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	107
3.02	Reliability of police services	115
3.03	Business costs of crime and violence	95
3.04	Road traffic accidents*	**33**
	4th pillar: Health and hygiene	
4.01	Physician density*	113
4.02	Access to improved sanitation*	121
4.03	Access to improved drinking water*	124
4.04	Hospital beds*	137
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	**34**
5.02	T&T government expenditure*	**10**
5.03	Effectiveness of marketing and branding	52
5.04	Comprehensiveness of annual T&T data*	58
5.05	Timeliness of providing monthly/quarterly T&T data*	**12**
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	83
6.02	Available seat kilometers, domestic*	71
6.03	Available seat kilometers, international*	93
6.04	Departures per 1,000 population*	112
6.05	Airport density*	125
6.06	Number of operating airlines*	86
6.07	International air transport network	96
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	73
7.02	Quality of railroad infrastructure	99
7.03	Quality of port infrastructure	82
7.04	Quality of ground transport network	109
7.05	Road density*	80

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	80
8.02	Presence of major car rental companies*	133
8.03	ATMs accepting Visa cards*	115
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	88
9.02	Internet users*	137
9.03	Telephone lines*	136
9.04	Broadband Internet subscribers*	107
9.05	Mobile telephone subscribers*	121
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	62
10.02	Purchasing power parity*	**3**
10.03	Extent and effect of taxation	61
10.04	Fuel price levels*	55
10.05	Hotel price index*	**47**
	11th pillar: Human resources	
11.01	Primary education enrollment*	103
11.02	Secondary education enrollment*	120
11.03	Quality of the educational system	82
11.04	Local availability of research and training services	111
11.05	Extent of staff training	92
11.06	Hiring and firing practices	**45**
11.07	Ease of hiring foreign labor	**40**
11.08	HIV prevalence*	88
11.09	Business impact of HIV/AIDS	114
11.10	Life expectancy*	111
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	**16**
12.02	Attitude of population toward foreign visitors	65
12.03	Extension of business trips recommended	70
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	75
13.02	Protected areas*	**19**
13.03	Quality of the natural environment	85
13.04	Total known species*	**50**
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	62
14.02	Sports stadiums*	122
14.03	Number of international fairs and exhibitions*	99
14.04	Creative industries exports*	100

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Cameroon

Key indicators

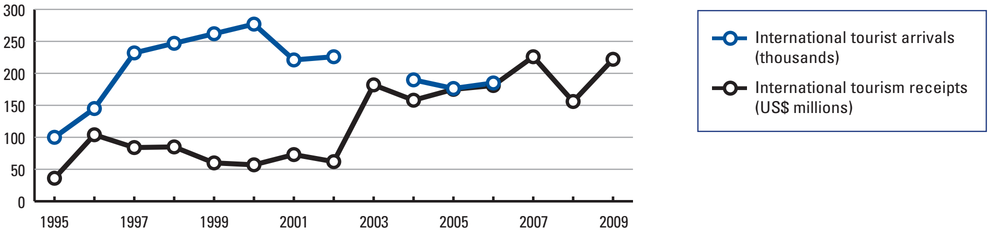
Population (millions), 2009	19.5
Surface area (1,000 square kilometers)	475.4
Gross domestic product (US$ billions), 2009	22.2
Gross domestic product (PPP, US$) per capita, 2009	2,143.8
Real GDP growth (percent), 2009	2.0
Environmental Performance Index, 2010 (out of 163 economies)	133

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	430	1.6	6.3
Employment (1,000 jobs)	56	1.3	3.7
T&T economy, 2010 estimates			
GDP (US$ millions)	1,079	4.0	6.3
Employment (1,000 jobs)	140	3.3	3.8

Source: World Travel & Tourism Council, TSA Research 2010

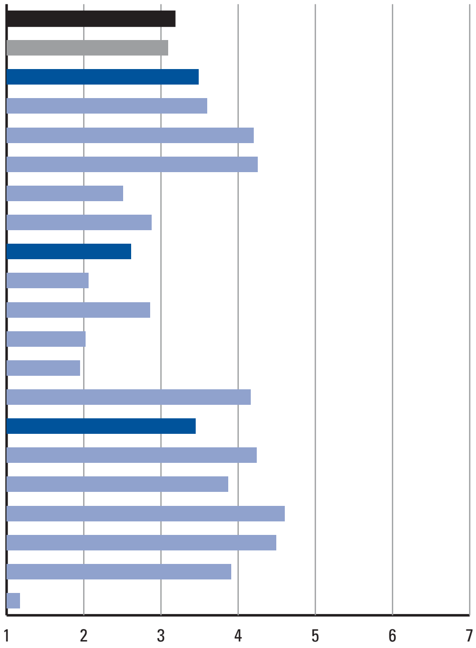
International tourist arrivals (thousands), 2006	185.0
International tourism receipts (US$ millions), 2009	222.0



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**126**	**3.2**
2009 Index	125	3.1
T&T regulatory framework	**127**	**3.5**
Policy rules and regulations	125	3.6
Environmental sustainability	96	4.2
Safety and security	99	4.3
Health and hygiene	116	2.5
Prioritization of Travel & Tourism	135	2.9
T&T business environment and infrastructure	**129**	**2.6**
Air transport infrastructure	130	2.1
Ground transport infrastructure	111	2.9
Tourism infrastructure	114	2.0
ICT infrastructure	121	2.0
Price competitiveness in the T&T industry	110	4.2
T&T human, cultural, and natural resources	**108**	**3.5**
Human resources	112	4.2
Education and training	114	3.9
Availability of qualified labor	113	4.6
Affinity for Travel & Tourism	82	4.5
Natural resources	42	3.9
Cultural resources	131	1.2



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Cameroon

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	**41**
1.02	Property rights	96
1.03	Business impact of rules on FDI	108
1.04	Visa requirements*	134
1.05	Openness of bilateral Air Service Agreements*	64
1.06	Transparency of government policymaking	117
1.07	Time required to start a business*	73
1.08	Cost to start a business*	118
1.09	GATS commitments*	104
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	108
2.02	Enforcement of environmental regulation	100
2.03	Sustainability of T&T industry development	122
2.04	Carbon dioxide emissions*	**20**
2.05	Particulate matter concentration*	103
2.06	Threatened species*	110
2.07	Environmental treaty ratification*	**46**
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	70
3.02	Reliability of police services	103
3.03	Business costs of crime and violence	81
3.04	Road traffic accidents*	105
	4th pillar: Health and hygiene	
4.01	Physician density*	112
4.02	Access to improved sanitation*	110
4.03	Access to improved drinking water*	115
4.04	Hospital beds*	96
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	118
5.02	T&T government expenditure*	112
5.03	Effectiveness of marketing and branding	130
5.04	Comprehensiveness of annual T&T data*	126
5.05	Timeliness of providing monthly/quarterly T&T data*	123
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	122
6.02	Available seat kilometers, domestic*	95
6.03	Available seat kilometers, international*	100
6.04	Departures per 1,000 population*	103
6.05	Airport density*	120
6.06	Number of operating airlines*	91
6.07	International air transport network	111
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	116
7.02	Quality of railroad infrastructure	75
7.03	Quality of port infrastructure	110
7.04	Quality of ground transport network	66
7.05	Road density*	106

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	100
8.02	Presence of major car rental companies*	95
8.03	ATMs accepting Visa cards*	129
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	101
9.02	Internet users*	122
9.03	Telephone lines*	115
9.04	Broadband Internet subscribers*	135
9.05	Mobile telephone subscribers*	122
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	131
10.02	Purchasing power parity*	**45**
10.03	Extent and effect of taxation	119
10.04	Fuel price levels*	75
10.05	Hotel price index*	84
	11th pillar: Human resources	
11.01	Primary education enrollment*	81
11.02	Secondary education enrollment*	118
11.03	Quality of the educational system	79
11.04	Local availability of research and training services	96
11.05	Extent of staff training	93
11.06	Hiring and firing practices	**16**
11.07	Ease of hiring foreign labor	**16**
11.08	HIV prevalence*	127
11.09	Business impact of HIV/AIDS	117
11.10	Life expectancy*	124
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	108
12.02	Attitude of population toward foreign visitors	60
12.03	Extension of business trips recommended	62
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	**43**
13.02	Protected areas*	71
13.03	Quality of the natural environment	83
13.04	Total known species*	**15**
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	122
14.02	Sports stadiums*	102
14.03	Number of international fairs and exhibitions*	85
14.04	Creative industries exports*	122

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Canada

Key indicators

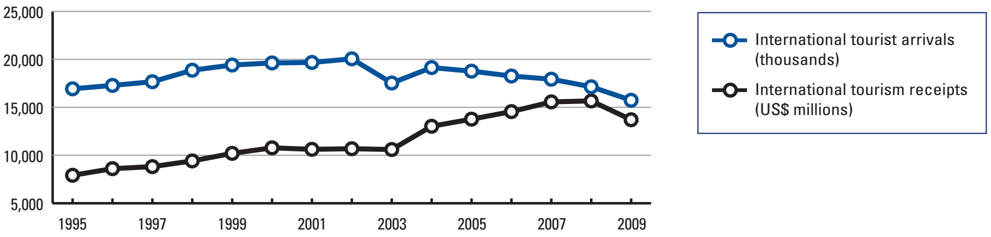
Population (millions), 2009	33.7
Surface area (1,000 square kilometers)	9,984.7
Gross domestic product (US$ billions), 2009	1,336.1
Gross domestic product (PPP, US$) per capita, 2009	37,947.0
Real GDP growth (percent), 2009	–2.5
Environmental Performance Index, 2010 (out of 163 economies)	46

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	40,239	2.6	4.2
Employment (1,000 jobs)	596	3.5	1.8
T&T economy, 2010 estimates			
GDP (US$ millions)	136,081	8.9	5.0
Employment (1,000 jobs)	1,812	10.7	2.5

Source: World Travel & Tourism Council, TSA Research 2010

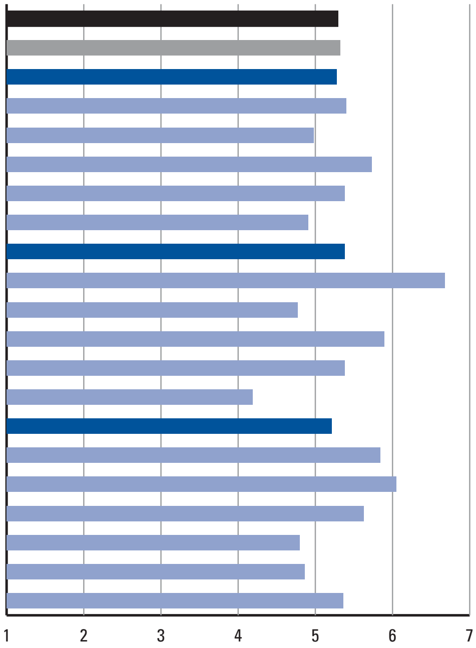
International tourist arrivals (thousands), 2009	15,737.2
International tourism receipts (US$ millions), 2009	13,707.0



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**9**	**5.3**
2009 Index	5	5.3
T&T regulatory framework	**25**	**5.3**
Policy rules and regulations	4	5.4
Environmental sustainability	35	5.0
Safety and security	24	5.7
Health and hygiene	52	5.4
Prioritization of Travel & Tourism	40	4.9
T&T business environment and infrastructure	**5**	**5.4**
Air transport infrastructure	1	6.7
Ground transport infrastructure	33	4.8
Tourism infrastructure	21	5.9
ICT infrastructure	14	5.4
Price competitiveness in the T&T industry	105	4.2
T&T human, cultural, and natural resources	**7**	**5.2**
Human resources	5	5.8
Education and training	4	6.0
Availability of qualified labor	11	5.6
Affinity for Travel & Tourism	52	4.8
Natural resources	11	4.9
Cultural resources	18	5.4



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Canada

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	11
1.02	Property rights	**10**
1.03	Business impact of rules on FDI	48
1.04	Visa requirements*	85
1.05	Openness of bilateral Air Service Agreements*	**10**
1.06	Transparency of government policymaking	11
1.07	Time required to start a business*	**9**
1.08	Cost to start a business*	**3**
1.09	GATS commitments*	46
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	26
2.02	Enforcement of environmental regulation	18
2.03	Sustainability of T&T industry development	43
2.04	Carbon dioxide emissions*	128
2.05	Particulate matter concentration*	15
2.06	Threatened species*	47
2.07	Environmental treaty ratification*	46
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	96
3.02	Reliability of police services	**7**
3.03	Business costs of crime and violence	49
3.04	Road traffic accidents*	18
	4th pillar: Health and hygiene	
4.01	Physician density*	60
4.02	Access to improved sanitation*	**1**
4.03	Access to improved drinking water*	**1**
4.04	Hospital beds*	52
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	50
5.02	T&T government expenditure*	49
5.03	Effectiveness of marketing and branding	53
5.04	Comprehensiveness of annual T&T data*	72
5.05	Timeliness of providing monthly/quarterly T&T data*	46
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	23
6.02	Available seat kilometers, domestic*	**8**
6.03	Available seat kilometers, international*	13
6.04	Departures per 1,000 population*	**9**
6.05	Airport density*	**4**
6.06	Number of operating airlines*	**9**
6.07	International air transport network	14
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	17
7.02	Quality of railroad infrastructure	16
7.03	Quality of port infrastructure	14
7.04	Quality of ground transport network	20
7.05	Road density*	96

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	21
8.02	Presence of major car rental companies*	40
8.03	ATMs accepting Visa cards*	24
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	**8**
9.02	Internet users*	11
9.03	Telephone lines*	12
9.04	Broadband Internet subscribers*	**10**
9.05	Mobile telephone subscribers*	95
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	125
10.02	Purchasing power parity*	123
10.03	Extent and effect of taxation	48
10.04	Fuel price levels*	30
10.05	Hotel price index*	55
	11th pillar: Human resources	
11.01	Primary education enrollment*	**9**
11.02	Secondary education enrollment*	22
11.03	Quality of the educational system	**5**
11.04	Local availability of research and training services	11
11.05	Extent of staff training	12
11.06	Hiring and firing practices	15
11.07	Ease of hiring foreign labor	75
11.08	HIV prevalence*	68
11.09	Business impact of HIV/AIDS	25
11.10	Life expectancy*	**7**
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	103
12.02	Attitude of population toward foreign visitors	**6**
12.03	Extension of business trips recommended	23
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	**4**
13.02	Protected areas*	84
13.03	Quality of the natural environment	**8**
13.04	Total known species*	44
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	44
14.02	Sports stadiums*	39
14.03	Number of international fairs and exhibitions*	**10**
14.04	Creative industries exports*	12

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Cape Verde

Key indicators

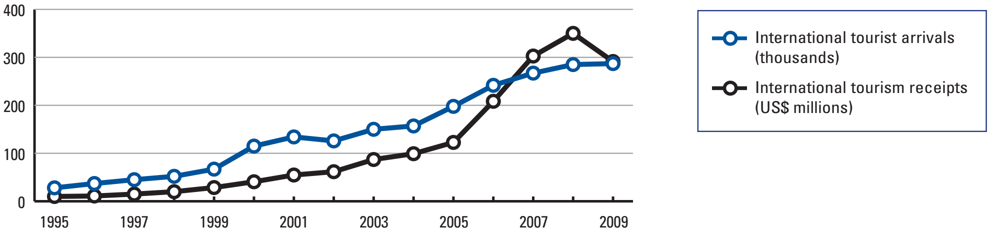
Population (millions), 2009	0.5
Surface area (1,000 square kilometers)	4.0
Gross domestic product (US$ billions), 2009	1.6
Gross domestic product (PPP, US$) per capita, 2009	3,455.2
Real GDP growth (percent), 2009	3.0
Environmental Performance Index, 2010 (out of 163 economies)	n/a

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	210	10.9	8.5
Employment (1,000 jobs)	10	10.0	6.0
T&T economy, 2010 estimates			
GDP (US$ millions)	423	21.9	7.9
Employment (1,000 jobs)	19	19.7	5.4

Source: World Travel & Tourism Council, TSA Research 2010

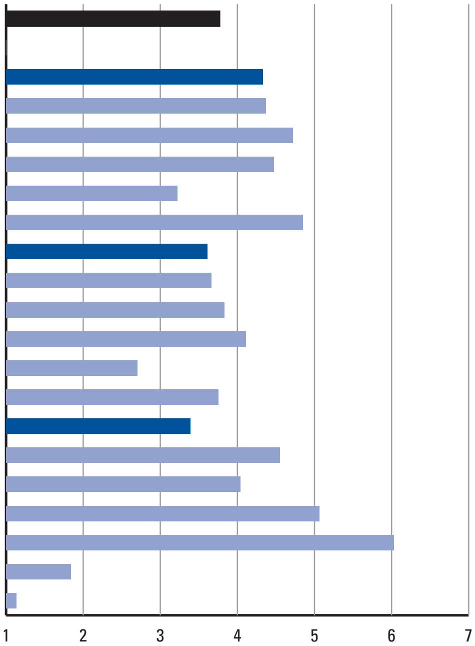
International tourist arrivals (thousands), 2009	287.0
International tourism receipts (US$ millions), 2009	291.4



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**89**	**3.8**
2009 Index	n/a	n/a
T&T regulatory framework	**85**	**4.3**
Policy rules and regulations	73	4.4
Environmental sustainability	56	4.7
Safety and security	85	4.5
Health and hygiene	105	3.2
Prioritization of Travel & Tourism	45	4.8
T&T business environment and infrastructure	**73**	**3.6**
Air transport infrastructure	48	3.7
Ground transport infrastructure	64	3.8
Tourism infrastructure	63	4.1
ICT infrastructure	90	2.7
Price competitiveness in the T&T industry	126	3.7
T&T human, cultural, and natural resources	**114**	**3.4**
Human resources	98	4.6
Education and training	106	4.0
Availability of qualified labor	76	5.1
Affinity for Travel & Tourism	5	6.0
Natural resources	136	1.8
Cultural resources	133	1.1



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Cape Verde

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	67
1.02	Property rights	100
1.03	Business impact of rules on FDI	72
1.04	Visa requirements*	117
1.05	Openness of bilateral Air Service Agreements*	**16**
1.06	Transparency of government policymaking	**50**
1.07	Time required to start a business*	**44**
1.08	Cost to start a business*	91
1.09	GATS commitments*	n/a
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	90
2.02	Enforcement of environmental regulation	110
2.03	Sustainability of T&T industry development	79
2.04	Carbon dioxide emissions*	**27**
2.05	Particulate matter concentration*	**45**
2.06	Threatened species*	92
2.07	Environmental treaty ratification*	65
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	72
3.02	Reliability of police services	63
3.03	Business costs of crime and violence	96
3.04	Road traffic accidents*	97
	4th pillar: Health and hygiene	
4.01	Physician density*	98
4.02	Access to improved sanitation*	100
4.03	Access to improved drinking water*	101
4.04	Hospital beds*	79
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	**35**
5.02	T&T government expenditure*	**23**
5.03	Effectiveness of marketing and branding	97
5.04	Comprehensiveness of annual T&T data*	105
5.05	Timeliness of providing monthly/quarterly T&T data*	72
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	82
6.02	Available seat kilometers, domestic*	72
6.03	Available seat kilometers, international*	106
6.04	Departures per 1,000 population*	n/a
6.05	Airport density*	**2**
6.06	Number of operating airlines*	124
6.07	International air transport network	79
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	68
7.02	Quality of railroad infrastructure	n/a
7.03	Quality of port infrastructure	102
7.04	Quality of ground transport network	102
7.05	Road density*	n/a

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	**19**
8.02	Presence of major car rental companies*	95
8.03	ATMs accepting Visa cards*	68
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	86
9.02	Internet users*	73
9.03	Telephone lines*	85
9.04	Broadband Internet subscribers*	84
9.05	Mobile telephone subscribers*	106
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	**36**
10.02	Purchasing power parity*	108
10.03	Extent and effect of taxation	94
10.04	Fuel price levels*	137
10.05	Hotel price index*	n/a
	11th pillar: Human resources	
11.01	Primary education enrollment*	121
11.02	Secondary education enrollment*	88
11.03	Quality of the educational system	65
11.04	Local availability of research and training services	129
11.05	Extent of staff training	120
11.06	Hiring and firing practices	109
11.07	Ease of hiring foreign labor	**22**
11.08	HIV prevalence*	99
11.09	Business impact of HIV/AIDS	85
11.10	Life expectancy*	84
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	**4**
12.02	Attitude of population toward foreign visitors	61
12.03	Extension of business trips recommended	109
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	75
13.02	Protected areas*	115
13.03	Quality of the natural environment	92
13.04	Total known species*	138
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	104
14.02	Sports stadiums*	139
14.03	Number of international fairs and exhibitions*	132
14.04	Creative industries exports*	125

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Chad

Key indicators

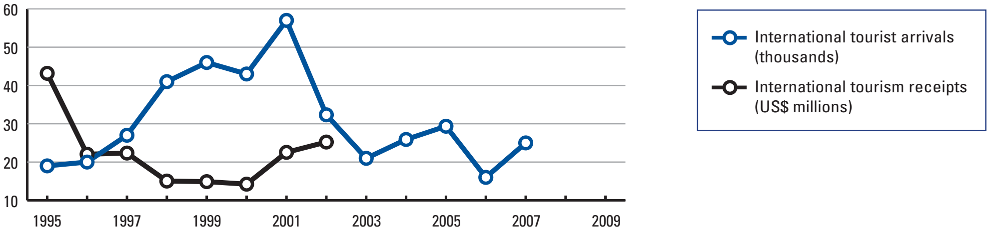
Population (millions), 2009	11.2
Surface area (1,000 square kilometers)	1,284.0
Gross domestic product (US$ billions), 2009	6.9
Gross domestic product (PPP, US$) per capita, 2009	1,609.7
Real GDP growth (percent), 2009	–1.6
Environmental Performance Index, 2010 (out of 163 economies)	151

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	61	0.6	8.4
Employment (1,000 jobs)	10	0.5	4.6
T&T economy, 2010 estimates			
GDP (US$ millions)	458	4.7	6.2
Employment (1,000 jobs)	80	3.9	3.9

Source: World Travel & Tourism Council, TSA Research 2010

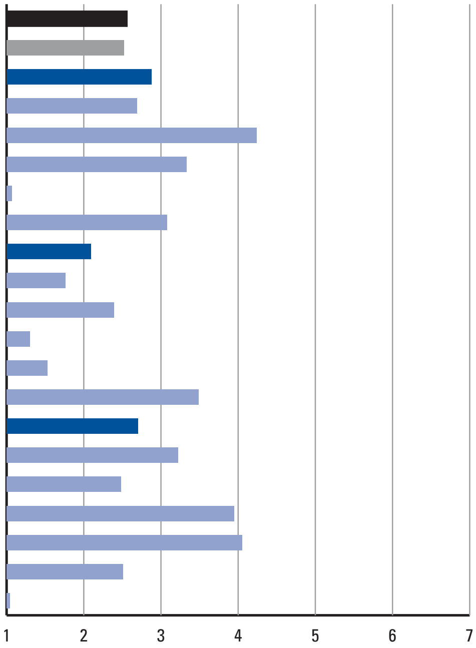
International tourist arrivals (thousands), 2007	25.0
International tourism receipts (US$ millions), 2002	25.2



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**139**	**2.6**
2009 Index	133	2.5
T&T regulatory framework	**139**	**2.9**
Policy rules and regulations	139	2.7
Environmental sustainability	89	4.2
Safety and security	136	3.3
Health and hygiene	138	1.1
Prioritization of Travel & Tourism	129	3.1
T&T business environment and infrastructure	**139**	**2.1**
Air transport infrastructure	137	1.8
Ground transport infrastructure	132	2.4
Tourism infrastructure	133	1.3
ICT infrastructure	139	1.5
Price competitiveness in the T&T industry	133	3.5
T&T human, cultural, and natural resources	**137**	**2.7**
Human resources	136	3.2
Education and training	138	2.5
Availability of qualified labor	129	3.9
Affinity for Travel & Tourism	125	4.0
Natural resources	105	2.5
Cultural resources	136	1.0



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Chad

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	134
1.02	Property rights	136
1.03	Business impact of rules on FDI	132
1.04	Visa requirements*	121
1.05	Openness of bilateral Air Service Agreements*	72
1.06	Transparency of government policymaking	138
1.07	Time required to start a business*	130
1.08	Cost to start a business*	136
1.09	GATS commitments*	**7**
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	69
2.02	Enforcement of environmental regulation	**48**
2.03	Sustainability of T&T industry development	108
2.04	Carbon dioxide emissions*	**2**
2.05	Particulate matter concentration*	128
2.06	Threatened species*	**44**
2.07	Environmental treaty ratification*	94
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	114
3.02	Reliability of police services	131
3.03	Business costs of crime and violence	114
3.04	Road traffic accidents*	123
	4th pillar: Health and hygiene	
4.01	Physician density*	131
4.02	Access to improved sanitation*	133
4.03	Access to improved drinking water*	130
4.04	Hospital beds*	130
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	121
5.02	T&T government expenditure*	56
5.03	Effectiveness of marketing and branding	123
5.04	Comprehensiveness of annual T&T data*	134
5.05	Timeliness of providing monthly/quarterly T&T data*	123
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	136
6.02	Available seat kilometers, domestic*	103
6.03	Available seat kilometers, international*	128
6.04	Departures per 1,000 population*	120
6.05	Airport density*	134
6.06	Number of operating airlines*	134
6.07	International air transport network	124
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	126
7.02	Quality of railroad infrastructure	n/a
7.03	Quality of port infrastructure	133
7.04	Quality of ground transport network	130
7.05	Road density*	132

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	135
8.02	Presence of major car rental companies*	125
8.03	ATMs accepting Visa cards*	134
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	139
9.02	Internet users*	134
9.03	Telephone lines*	133
9.04	Broadband Internet subscribers*	138
9.05	Mobile telephone subscribers*	135
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	138
10.02	Purchasing power parity*	**25**
10.03	Extent and effect of taxation	129
10.04	Fuel price levels*	97
10.05	Hotel price index*	72
	11th pillar: Human resources	
11.01	Primary education enrollment*	136
11.02	Secondary education enrollment*	135
11.03	Quality of the educational system	97
11.04	Local availability of research and training services	131
11.05	Extent of staff training	125
11.06	Hiring and firing practices	72
11.07	Ease of hiring foreign labor	84
11.08	HIV prevalence*	124
11.09	Business impact of HIV/AIDS	133
11.10	Life expectancy*	137
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	64
12.02	Attitude of population toward foreign visitors	119
12.03	Extension of business trips recommended	137
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	75
13.02	Protected areas*	68
13.03	Quality of the natural environment	135
13.04	Total known species*	55
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	122
14.02	Sports stadiums*	132
14.03	Number of international fairs and exhibitions*	n/a
14.04	Creative industries exports*	n/a

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Chile

Key indicators

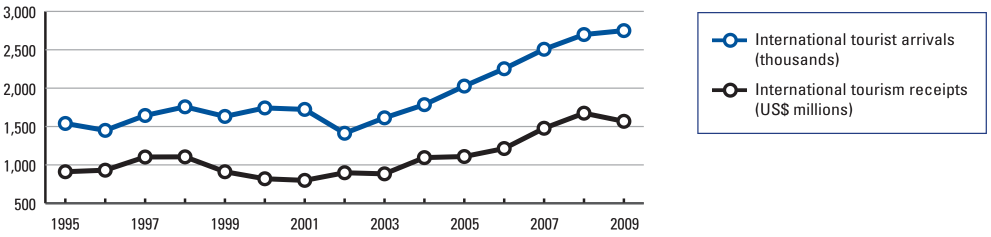
Population (millions), 2009	17.0
Surface area (1,000 square kilometers)	756.1
Gross domestic product (US$ billions), 2009	161.6
Gross domestic product (PPP, US$) per capita, 2009	14,315.8
Real GDP growth (percent), 2009	–1.5
Environmental Performance Index, 2010 (out of 163 economies)	16

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	2,383	1.3	4.5
Employment (1,000 jobs)	101	1.5	1.3
T&T economy, 2010 estimates			
GDP (US$ millions)	6,485	3.4	5.3
Employment (1,000 jobs)	246	3.6	1.9

Source: World Travel & Tourism Council, TSA Research 2010

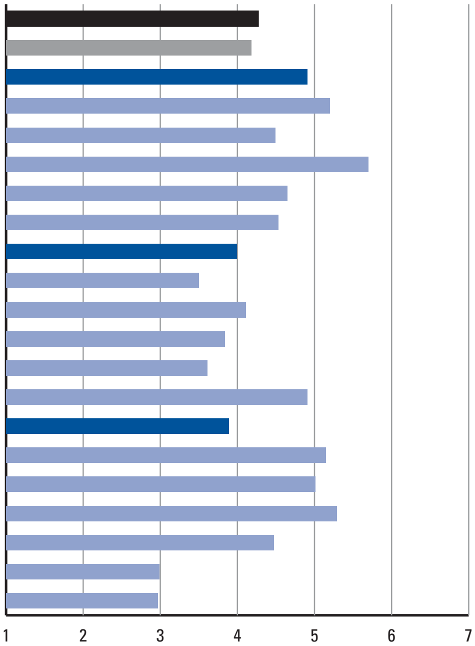
International tourist arrivals (thousands), 2009	2,749.9
International tourism receipts (US$ millions), 2009	1,567.8



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**57**	**4.3**
2009 Index	57	4.2
T&T regulatory framework	**48**	**4.9**
Policy rules and regulations	12	5.2
Environmental sustainability	73	4.5
Safety and security	27	5.7
Health and hygiene	71	4.7
Prioritization of Travel & Tourism	66	4.5
T&T business environment and infrastructure	**56**	**4.0**
Air transport infrastructure	52	3.5
Ground transport infrastructure	55	4.1
Tourism infrastructure	68	3.8
ICT infrastructure	54	3.6
Price competitiveness in the T&T industry	41	4.9
T&T human, cultural, and natural resources	**62**	**3.9**
Human resources	41	5.2
Education and training	47	5.0
Availability of qualified labor	34	5.3
Affinity for Travel & Tourism	89	4.5
Natural resources	76	3.0
Cultural resources	51	3.0



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Chile

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	**9**
1.02	Property rights	**37**
1.03	Business impact of rules on FDI	**12**
1.04	Visa requirements*	**17**
1.05	Openness of bilateral Air Service Agreements*	**12**
1.06	Transparency of government policymaking	**10**
1.07	Time required to start a business*	83
1.08	Cost to start a business*	57
1.09	GATS commitments*	82
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	**42**
2.02	Enforcement of environmental regulation	**38**
2.03	Sustainability of T&T industry development	88
2.04	Carbon dioxide emissions*	73
2.05	Particulate matter concentration*	92
2.06	Threatened species*	123
2.07	Environmental treaty ratification*	**30**
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	**21**
3.02	Reliability of police services	**5**
3.03	Business costs of crime and violence	78
3.04	Road traffic accidents*	**50**
	4th pillar: Health and hygiene	
4.01	Physician density*	88
4.02	Access to improved sanitation*	**46**
4.03	Access to improved drinking water*	62
4.04	Hospital beds*	75
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	113
5.02	T&T government expenditure*	**48**
5.03	Effectiveness of marketing and branding	94
5.04	Comprehensiveness of annual T&T data*	**28**
5.05	Timeliness of providing monthly/quarterly T&T data*	**12**
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	**26**
6.02	Available seat kilometers, domestic*	**26**
6.03	Available seat kilometers, international*	**49**
6.04	Departures per 1,000 population*	**44**
6.05	Airport density*	**47**
6.06	Number of operating airlines*	79
6.07	International air transport network	**19**
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	**12**
7.02	Quality of railroad infrastructure	77
7.03	Quality of port infrastructure	**24**
7.04	Quality of ground transport network	**22**
7.05	Road density*	110

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	61
8.02	Presence of major car rental companies*	64
8.03	ATMs accepting Visa cards*	59
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	**34**
9.02	Internet users*	54
9.03	Telephone lines*	63
9.04	Broadband Internet subscribers*	**49**
9.05	Mobile telephone subscribers*	66
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	56
10.02	Purchasing power parity*	92
10.03	Extent and effect of taxation	**19**
10.04	Fuel price levels*	56
10.05	Hotel price index*	**38**
	11th pillar: Human resources	
11.01	Primary education enrollment*	57
11.02	Secondary education enrollment*	60
11.03	Quality of the educational system	100
11.04	Local availability of research and training services	**31**
11.05	Extent of staff training	**33**
11.06	Hiring and firing practices	111
11.07	Ease of hiring foreign labor	**27**
11.08	HIV prevalence*	79
11.09	Business impact of HIV/AIDS	**32**
11.10	Life expectancy*	**31**
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	118
12.02	Attitude of population toward foreign visitors	85
12.03	Extension of business trips recommended	**34**
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	75
13.02	Protected areas*	**49**
13.03	Quality of the natural environment	80
13.04	Total known species*	57
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	**44**
14.02	Sports stadiums*	**50**
14.03	Number of international fairs and exhibitions*	**36**
14.04	Creative industries exports*	64

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

China

Key indicators

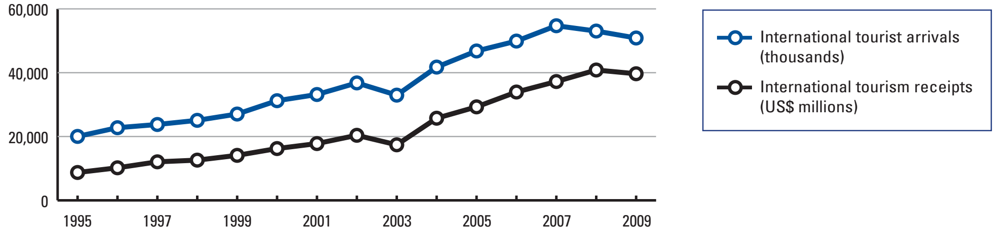
Population (millions), 2009	1,331.5
Surface area (1,000 square kilometers)	9,598.1
Gross domestic product (US$ billions), 2009	4,984.7
Gross domestic product (PPP, US$) per capita, 2009	6,778.1
Real GDP growth (percent), 2009	9.1
Environmental Performance Index, 2010 (out of 163 economies)	121

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	113,400	2.1	10.4
Employment (1,000 jobs)	17,123	2.2	4.7
T&T economy, 2010 estimates			
GDP (US$ millions)	499,941	9.2	9.0
Employment (1,000 jobs)	60,102	7.7	4.0

Source: World Travel & Tourism Council, TSA Research 2010

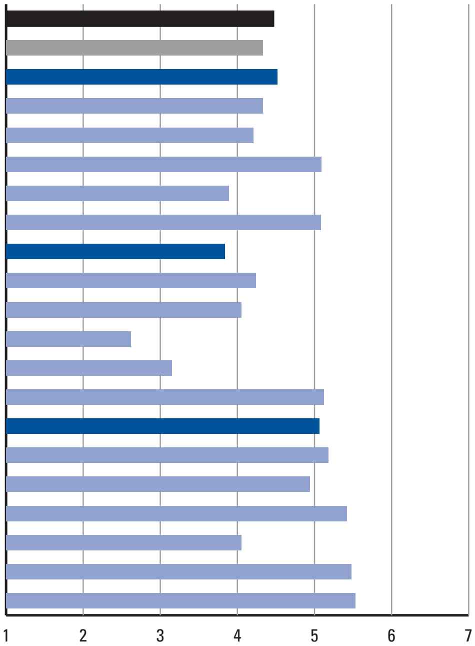
International tourist arrivals (thousands), 2009	50,875.2
International tourism receipts (US$ millions), 2009	39,675.0



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**39**	**4.5**
2009 Index	47	4.3
T&T regulatory framework	**71**	**4.5**
Policy rules and regulations	80	4.3
Environmental sustainability	95	4.2
Safety and security	58	5.1
Health and hygiene	96	3.9
Prioritization of Travel & Tourism	35	5.1
T&T business environment and infrastructure	**64**	**3.8**
Air transport infrastructure	35	4.2
Ground transport infrastructure	59	4.0
Tourism infrastructure	95	2.6
ICT infrastructure	73	3.1
Price competitiveness in the T&T industry	24	5.1
T&T human, cultural, and natural resources	**12**	**5.1**
Human resources	39	5.2
Education and training	50	4.9
Availability of qualified labor	24	5.4
Affinity for Travel & Tourism	124	4.1
Natural resources	5	5.5
Cultural resources	16	5.5



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

China

The Travel & Tourism Competitiveness Index in detail

1st pillar: Policy rules and regulations

	INDICATOR	RANK/139
1.01	Prevalence of foreign ownership	103
1.02	Property rights	**38**
1.03	Business impact of rules on FDI	**18**
1.04	Visa requirements*	131
1.05	Openness of bilateral Air Service Agreements*	116
1.06	Transparency of government policymaking	**38**
1.07	Time required to start a business*	111
1.08	Cost to start a business*	42
1.09	GATS commitments*	**37**

2nd pillar: Environmental sustainability

	INDICATOR	RANK/139
2.01	Stringency of environmental regulation	57
2.02	Enforcement of environmental regulation	53
2.03	Sustainability of T&T industry development	**25**
2.04	Carbon dioxide emissions*	79
2.05	Particulate matter concentration*	112
2.06	Threatened species*	124
2.07	Environmental treaty ratification*	**30**

3rd pillar: Safety and security

	INDICATOR	RANK/139
3.01	Business costs of terrorism	79
3.02	Reliability of police services	51
3.03	Business costs of crime and violence	47
3.04	Road traffic accidents*	71

4th pillar: Health and hygiene

	INDICATOR	RANK/139
4.01	Physician density*	73
4.02	Access to improved sanitation*	98
4.03	Access to improved drinking water*	86
4.04	Hospital beds*	60

5th pillar: Prioritization of Travel & Tourism

	INDICATOR	RANK/139
5.01	Government prioritization of the T&T industry	75
5.02	T&T government expenditure*	55
5.03	Effectiveness of marketing and branding	**25**
5.04	Comprehensiveness of annual T&T data*	**28**
5.05	Timeliness of providing monthly/quarterly T&T data*	**1**

6th pillar: Air transport infrastructure

	INDICATOR	RANK/139
6.01	Quality of air transport infrastructure	79
6.02	Available seat kilometers, domestic*	**2**
6.03	Available seat kilometers, international*	**8**
6.04	Departures per 1,000 population*	83
6.05	Airport density*	132
6.06	Number of operating airlines*	**8**
6.07	International air transport network	74

7th pillar: Ground transport infrastructure

	INDICATOR	RANK/139
7.01	Quality of roads	53
7.02	Quality of railroad infrastructure	**27**
7.03	Quality of port infrastructure	67
7.04	Quality of ground transport network	43
7.05	Road density*	62

8th pillar: Tourism infrastructure

	INDICATOR	RANK/139
8.01	Hotel rooms*	103
8.02	Presence of major car rental companies*	80
8.03	ATMs accepting Visa cards*	90

9th pillar: ICT infrastructure

	INDICATOR	RANK/139
9.01	Extent of business Internet use	53
9.02	Internet users*	75
9.03	Telephone lines*	55
9.04	Broadband Internet subscribers*	56
9.05	Mobile telephone subscribers*	111

10th pillar: Price competitiveness in the T&T industry

	INDICATOR	RANK/139
10.01	Ticket taxes and airport charges*	**24**
10.02	Purchasing power parity*	66
10.03	Extent and effect of taxation	**29**
10.04	Fuel price levels*	58
10.05	Hotel price index*	**27**

11th pillar: Human resources

	INDICATOR	RANK/139
11.01	Primary education enrollment*	**8**
11.02	Secondary education enrollment*	94
11.03	Quality of the educational system	53
11.04	Local availability of research and training services	50
11.05	Extent of staff training	57
11.06	Hiring and firing practices	62
11.07	Ease of hiring foreign labor	**14**
11.08	HIV prevalence*	**20**
11.09	Business impact of HIV/AIDS	56
11.10	Life expectancy*	53

12th pillar: Affinity for Travel & Tourism

	INDICATOR	RANK/139
12.01	Tourism openness*	122
12.02	Attitude of population toward foreign visitors	110
12.03	Extension of business trips recommended	105

13th pillar: Natural resources

	INDICATOR	RANK/139
13.01	Number of World Heritage natural sites*	**3**
13.02	Protected areas*	**33**
13.03	Quality of the natural environment	103
13.04	Total known species*	**6**

14th pillar: Cultural resources

	INDICATOR	RANK/139
14.01	Number of World Heritage cultural sites*	**1**
14.02	Sports stadiums*	125
14.03	Number of international fairs and exhibitions*	**8**
14.04	Creative industries exports*	**1**

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Colombia

Key indicators

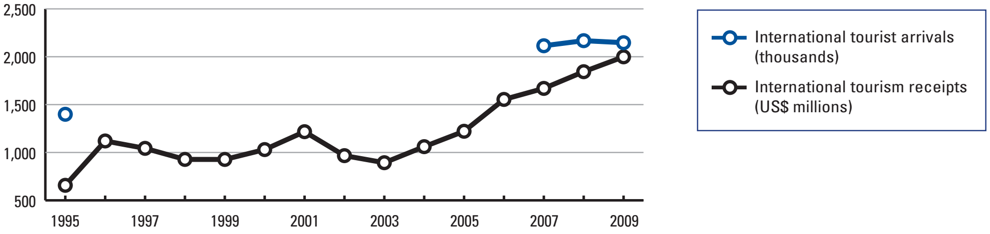
Population (millions), 2009	45.7
Surface area (1,000 square kilometers)	1,141.8
Gross domestic product (US$ billions), 2009	232.4
Gross domestic product (PPP, US$) per capita, 2009	9,046.5
Real GDP growth (percent), 2009	0.8
Environmental Performance Index, 2010 (out of 163 economies)	10

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	4,145	1.8	3.8
Employment (1,000 jobs)	344	1.7	2.0
T&T economy, 2010 estimates			
GDP (US$ millions)	12,473	5.3	4.3
Employment (1,000 jobs)	987	4.8	2.5

Source: World Travel & Tourism Council, TSA Research 2010

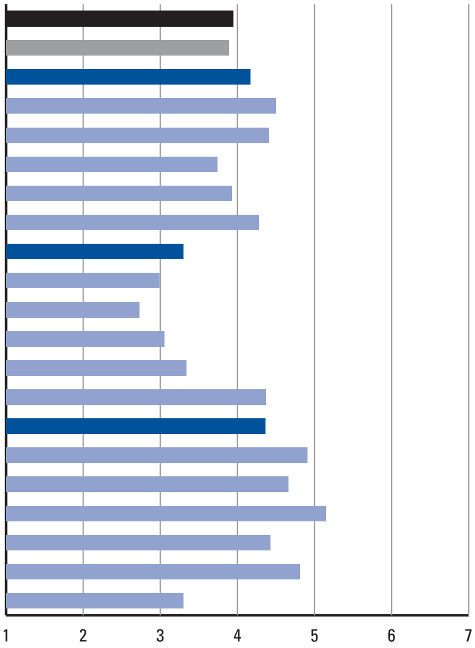
International tourist arrivals (thousands), 2009	2,147.0
International tourism receipts (US$ millions), 2009	1,999.3



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**77**	**3.9**
2009 Index	72	3.9
T&T regulatory framework	**102**	**4.2**
Policy rules and regulations	60	4.5
Environmental sustainability	77	4.4
Safety and security	126	3.7
Health and hygiene	95	3.9
Prioritization of Travel & Tourism	89	4.3
T&T business environment and infrastructure	**92**	**3.3**
Air transport infrastructure	70	3.0
Ground transport infrastructure	120	2.7
Tourism infrastructure	83	3.1
ICT infrastructure	64	3.3
Price competitiveness in the T&T industry	88	4.4
T&T human, cultural, and natural resources	**39**	**4.4**
Human resources	65	4.9
Education and training	68	4.7
Availability of qualified labor	55	5.1
Affinity for Travel & Tourism	93	4.4
Natural resources	12	4.8
Cultural resources	43	3.3



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Colombia

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	92
1.02	Property rights	91
1.03	Business impact of rules on FDI	88
1.04	Visa requirements*	**17**
1.05	Openness of bilateral Air Service Agreements*	**42**
1.06	Transparency of government policymaking	60
1.07	Time required to start a business*	57
1.08	Cost to start a business*	81
1.09	GATS commitments*	79
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	73
2.02	Enforcement of environmental regulation	85
2.03	Sustainability of T&T industry development	67
2.04	Carbon dioxide emissions*	**46**
2.05	Particulate matter concentration*	**35**
2.06	Threatened species*	126
2.07	Environmental treaty ratification*	94
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	139
3.02	Reliability of police services	64
3.03	Business costs of crime and violence	134
3.04	Road traffic accidents*	**30**
	4th pillar: Health and hygiene	
4.01	Physician density*	75
4.02	Access to improved sanitation*	87
4.03	Access to improved drinking water*	77
4.04	Hospital beds*	109
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	84
5.02	T&T government expenditure*	107
5.03	Effectiveness of marketing and branding	56
5.04	Comprehensiveness of annual T&T data*	113
5.05	Timeliness of providing monthly/quarterly T&T data*	**46**
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	89
6.02	Available seat kilometers, domestic*	**28**
6.03	Available seat kilometers, international*	**50**
6.04	Departures per 1,000 population*	55
6.05	Airport density*	**38**
6.06	Number of operating airlines*	65
6.07	International air transport network	72
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	108
7.02	Quality of railroad infrastructure	102
7.03	Quality of port infrastructure	105
7.04	Quality of ground transport network	91
7.05	Road density*	95

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	71
8.02	Presence of major car rental companies*	80
8.03	ATMs accepting Visa cards*	79
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	58
9.02	Internet users*	**45**
9.03	Telephone lines*	78
9.04	Broadband Internet subscribers*	68
9.05	Mobile telephone subscribers*	74
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	122
10.02	Purchasing power parity*	71
10.03	Extent and effect of taxation	128
10.04	Fuel price levels*	62
10.05	Hotel price index*	**44**
	11th pillar: Human resources	
11.01	Primary education enrollment*	99
11.02	Secondary education enrollment*	**47**
11.03	Quality of the educational system	80
11.04	Local availability of research and training services	65
11.05	Extent of staff training	99
11.06	Hiring and firing practices	70
11.07	Ease of hiring foreign labor	88
11.08	HIV prevalence*	88
11.09	Business impact of HIV/AIDS	101
11.10	Life expectancy*	**46**
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	125
12.02	Attitude of population toward foreign visitors	56
12.03	Extension of business trips recommended	54
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	**24**
13.02	Protected areas*	**24**
13.03	Quality of the natural environment	89
13.04	Total known species*	**2**
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	**24**
14.02	Sports stadiums*	80
14.03	Number of international fairs and exhibitions*	**38**
14.04	Creative industries exports*	**44**

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Costa Rica

Key indicators

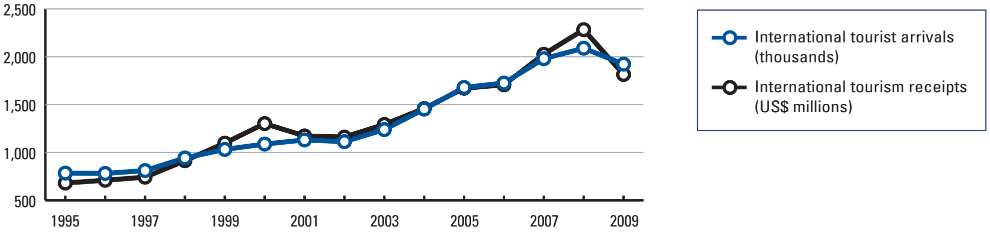
Population (millions), 2009	4.6
Surface area (1,000 square kilometers)	51.1
Gross domestic product (US$ billions), 2009	29.3
Gross domestic product (PPP, US$) per capita, 2009	10,564.3
Real GDP growth (percent), 2009	–1.1
Environmental Performance Index, 2010 (out of 163 economies)	3

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	1,697	5.7	4.5
Employment (1,000 jobs)	117	5.9	2.9
T&T economy, 2010 estimates			
GDP (US$ millions)	4,154	14.0	4.5
Employment (1,000 jobs)	272	13.7	2.8

Source: World Travel & Tourism Council, TSA Research 2010

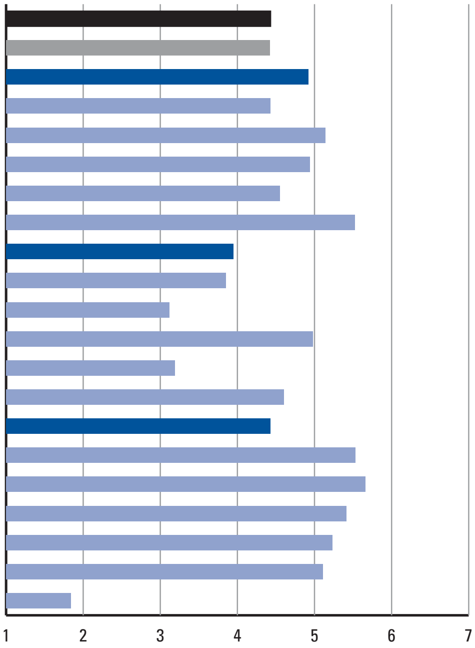
International tourist arrivals (thousands), 2009	1,922.6
International tourism receipts (US$ millions), 2009	1,815.0



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**44**	**4.4**
2009 Index	42	4.4
T&T regulatory framework	**47**	**4.9**
Policy rules and regulations	66	4.4
Environmental sustainability	25	5.1
Safety and security	63	4.9
Health and hygiene	74	4.5
Prioritization of Travel & Tourism	19	5.5
T&T business environment and infrastructure	**58**	**3.9**
Air transport infrastructure	44	3.9
Ground transport infrastructure	93	3.1
Tourism infrastructure	39	5.0
ICT infrastructure	72	3.2
Price competitiveness in the T&T industry	62	4.6
T&T human, cultural, and natural resources	**33**	**4.4**
Human resources	21	5.5
Education and training	20	5.7
Availability of qualified labor	25	5.4
Affinity for Travel & Tourism	26	5.2
Natural resources	6	5.1
Cultural resources	90	1.8



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Costa Rica

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	**20**
1.02	Property rights	67
1.03	Business impact of rules on FDI	**36**
1.04	Visa requirements*	**19**
1.05	Openness of bilateral Air Service Agreements*	**9**
1.06	Transparency of government policymaking	56
1.07	Time required to start a business*	125
1.08	Cost to start a business*	68
1.09	GATS commitments*	109
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	**36**
2.02	Enforcement of environmental regulation	**36**
2.03	Sustainability of T&T industry development	**17**
2.04	Carbon dioxide emissions*	53
2.05	Particulate matter concentration*	71
2.06	Threatened species*	100
2.07	Environmental treaty ratification*	46
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	**40**
3.02	Reliability of police services	49
3.03	Business costs of crime and violence	115
3.04	Road traffic accidents*	66
	4th pillar: Health and hygiene	
4.01	Physician density*	77
4.02	Access to improved sanitation*	50
4.03	Access to improved drinking water*	57
4.04	Hospital beds*	100
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	**13**
5.02	T&T government expenditure*	**24**
5.03	Effectiveness of marketing and branding	**14**
5.04	Comprehensiveness of annual T&T data*	58
5.05	Timeliness of providing monthly/quarterly T&T data*	72
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	80
6.02	Available seat kilometers, domestic*	75
6.03	Available seat kilometers, international*	73
6.04	Departures per 1,000 population*	**39**
6.05	Airport density*	**12**
6.06	Number of operating airlines*	76
6.07	International air transport network	**44**
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	111
7.02	Quality of railroad infrastructure	100
7.03	Quality of port infrastructure	132
7.04	Quality of ground transport network	50
7.05	Road density*	**43**
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	**35**
8.02	Presence of major car rental companies*	**1**
8.03	ATMs accepting Visa cards*	61
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	48
9.02	Internet users*	69
9.03	Telephone lines*	**36**
9.04	Broadband Internet subscribers*	72
9.05	Mobile telephone subscribers*	120
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	60
10.02	Purchasing power parity*	72
10.03	Extent and effect of taxation	**41**
10.04	Fuel price levels*	88
10.05	Hotel price index*	80
	11th pillar: Human resources	
11.01	Primary education enrollment*	**1**
11.02	Secondary education enrollment*	**41**
11.03	Quality of the educational system	**22**
11.04	Local availability of research and training services	**32**
11.05	Extent of staff training	**22**
11.06	Hiring and firing practices	**43**
11.07	Ease of hiring foreign labor	66
11.08	HIV prevalence*	68
11.09	Business impact of HIV/AIDS	45
11.10	Life expectancy*	**31**
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	**37**
12.02	Attitude of population toward foreign visitors	55
12.03	Extension of business trips recommended	**6**
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	**17**
13.02	Protected areas*	**28**
13.03	Quality of the natural environment	**25**
13.04	Total known species*	**20**
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	104
14.02	Sports stadiums*	49
14.03	Number of international fairs and exhibitions*	62
14.04	Creative industries exports*	73

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Côte d'Ivoire

Key indicators

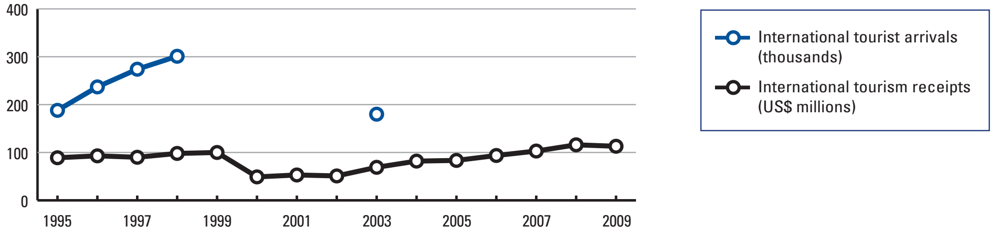
Population (millions), 2009	21.1
Surface area (1,000 square kilometers)	322.5
Gross domestic product (US$ billions), 2009	22.5
Gross domestic product (PPP, US$) per capita, 2009	1,671.9
Real GDP growth (percent), 2009	3.8
Environmental Performance Index, 2010 (out of 163 economies)	102

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	341	1.2	2.6
Employment (1,000 jobs)	48	1.0	0.7
T&T economy, 2010 estimates			
GDP (US$ millions)	1,022	3.6	3.5
Employment (1,000 jobs)	143	3.0	1.5

Source: World Travel & Tourism Council, TSA Research 2010

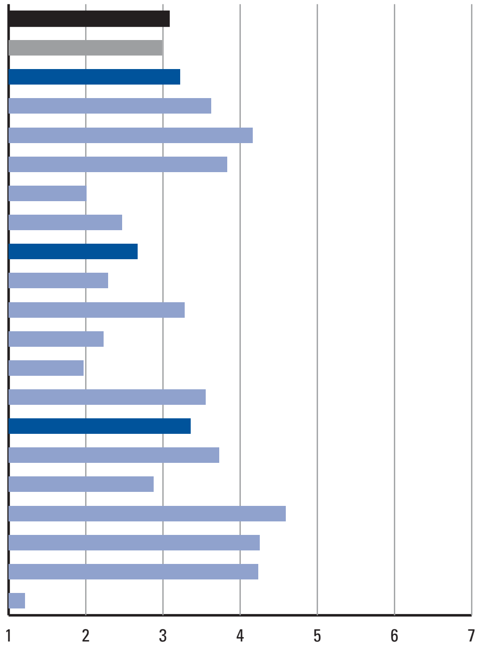
International tourist arrivals (thousands), 2003	180.0
International tourism receipts (US$ millions), 2009	113.0



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**131**	**3.1**
2009 Index	130	3.0
T&T regulatory framework	**135**	**3.2**
Policy rules and regulations	122	3.6
Environmental sustainability	104	4.2
Safety and security	122	3.8
Health and hygiene	126	2.0
Prioritization of Travel & Tourism	139	2.5
T&T business environment and infrastructure	**124**	**2.7**
Air transport infrastructure	114	2.3
Ground transport infrastructure	80	3.3
Tourism infrastructure	106	2.2
ICT infrastructure	117	2.0
Price competitiveness in the T&T industry	131	3.6
T&T human, cultural, and natural resources	**115**	**3.4**
Human resources	127	3.7
Education and training	135	2.9
Availability of qualified labor	115	4.6
Affinity for Travel & Tourism	114	4.3
Natural resources	32	4.2
Cultural resources	130	1.2



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Côte d'Ivoire

The Travel & Tourism Competitiveness Index in detail

1st pillar: Policy rules and regulations

	INDICATOR	RANK/139
1.01	Prevalence of foreign ownership	**26**
1.02	Property rights	114
1.03	Business impact of rules on FDI	67
1.04	Visa requirements*	106
1.05	Openness of bilateral Air Service Agreements*	100
1.06	Transparency of government policymaking	110
1.07	Time required to start a business*	115
1.08	Cost to start a business*	131
1.09	GATS commitments*	**9**

2nd pillar: Environmental sustainability

2.01	Stringency of environmental regulation	138
2.02	Enforcement of environmental regulation	138
2.03	Sustainability of T&T industry development	137
2.04	Carbon dioxide emissions*	**19**
2.05	Particulate matter concentration*	74
2.06	Threatened species*	77
2.07	Environmental treaty ratification*	**46**

3rd pillar: Safety and security

3.01	Business costs of terrorism	54
3.02	Reliability of police services	137
3.03	Business costs of crime and violence	128
3.04	Road traffic accidents*	n/a

4th pillar: Health and hygiene

4.01	Physician density*	117
4.02	Access to improved sanitation*	126
4.03	Access to improved drinking water*	107
4.04	Hospital beds*	130

5th pillar: Prioritization of Travel & Tourism

5.01	Government prioritization of the T&T industry	127
5.02	T&T government expenditure*	117
5.03	Effectiveness of marketing and branding	134
5.04	Comprehensiveness of annual T&T data*	138
5.05	Timeliness of providing monthly/quarterly T&T data*	123

6th pillar: Air transport infrastructure

6.01	Quality of air transport infrastructure	75
6.02	Available seat kilometers, domestic*	103
6.03	Available seat kilometers, international*	102
6.04	Departures per 1,000 population*	123
6.05	Airport density*	138
6.06	Number of operating airlines*	92
6.07	International air transport network	84

7th pillar: Ground transport infrastructure

7.01	Quality of roads	93
7.02	Quality of railroad infrastructure	80
7.03	Quality of port infrastructure	**42**
7.04	Quality of ground transport network	98
7.05	Road density*	76

8th pillar: Tourism infrastructure

	INDICATOR	RANK/139
8.01	Hotel rooms*	125
8.02	Presence of major car rental companies*	80
8.03	ATMs accepting Visa cards*	120

9th pillar: ICT infrastructure

9.01	Extent of business Internet use	126
9.02	Internet users*	120
9.03	Telephone lines*	122
9.04	Broadband Internet subscribers*	122
9.05	Mobile telephone subscribers*	105

10th pillar: Price competitiveness in the T&T industry

10.01	Ticket taxes and airport charges*	136
10.02	Purchasing power parity*	86
10.03	Extent and effect of taxation	103
10.04	Fuel price levels*	102
10.05	Hotel price index*	n/a

11th pillar: Human resources

11.01	Primary education enrollment*	137
11.02	Secondary education enrollment*	132
11.03	Quality of the educational system	106
11.04	Local availability of research and training services	63
11.05	Extent of staff training	**44**
11.06	Hiring and firing practices	**27**
11.07	Ease of hiring foreign labor	52
11.08	HIV prevalence*	124
11.09	Business impact of HIV/AIDS	123
11.10	Life expectancy*	122

12th pillar: Affinity for Travel & Tourism

12.01	Tourism openness*	117
12.02	Attitude of population toward foreign visitors	86
12.03	Extension of business trips recommended	91

13th pillar: Natural resources

13.01	Number of World Heritage natural sites*	**17**
13.02	Protected areas*	**21**
13.03	Quality of the natural environment	139
13.04	Total known species*	**32**

14th pillar: Cultural resources

14.01	Number of World Heritage cultural sites*	104
14.02	Sports stadiums*	115
14.03	Number of international fairs and exhibitions*	114
14.04	Creative industries exports*	99

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Croatia

Key indicators

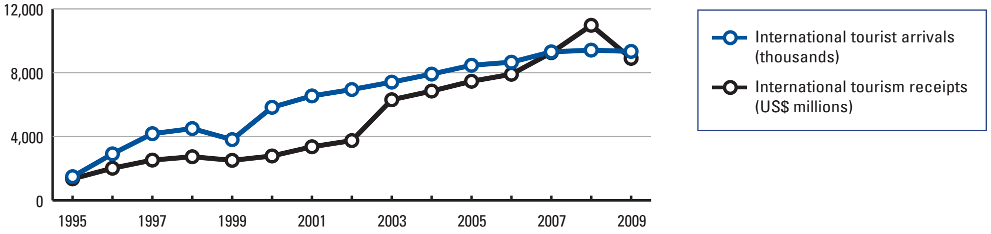
Population (millions), 2009	4.4
Surface area (1,000 square kilometers)	56.6
Gross domestic product (US$ billions), 2009	67.7
Gross domestic product (PPP, US$) per capita, 2009	17,706.9
Real GDP growth (percent), 2009	–5.8
Environmental Performance Index, 2010 (out of 163 economies)	35

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	6,917	11.8	5.6
Employment (1,000 jobs)	149	13.0	1.9
T&T economy, 2010 estimates			
GDP (US$ millions)	14,481	24.8	5.9
Employment (1,000 jobs)	311	27.3	2.2

Source: World Travel & Tourism Council, TSA Research 2010

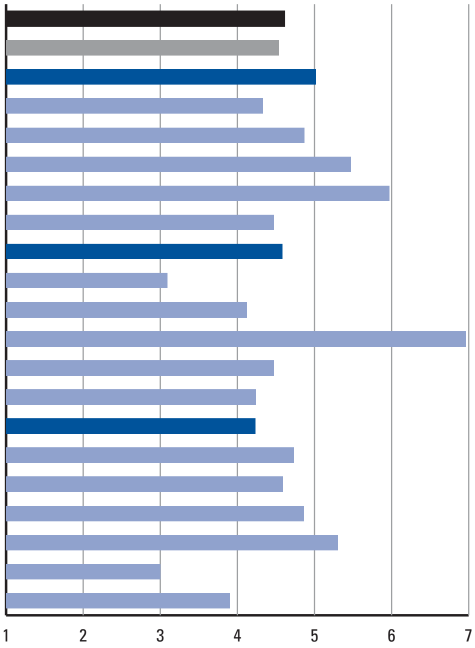
International tourist arrivals (thousands), 2009	9,334.8
International tourism receipts (US$ millions), 2009	8,898.4



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**34**	**4.6**
2009 Index	34	4.5
T&T regulatory framework	**42**	**5.0**
Policy rules and regulations	77	4.3
Environmental sustainability	46	4.9
Safety and security	33	5.5
Health and hygiene	32	6.0
Prioritization of Travel & Tourism	72	4.5
T&T business environment and infrastructure	**36**	**4.6**
Air transport infrastructure	66	3.1
Ground transport infrastructure	54	4.1
Tourism infrastructure	4	7.0
ICT infrastructure	35	4.5
Price competitiveness in the T&T industry	101	4.2
T&T human, cultural, and natural resources	**43**	**4.2**
Human resources	83	4.7
Education and training	73	4.6
Availability of qualified labor	91	4.9
Affinity for Travel & Tourism	20	5.3
Natural resources	75	3.0
Cultural resources	31	3.9



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Croatia

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	110
1.02	Property rights	87
1.03	Business impact of rules on FDI	131
1.04	Visa requirements*	38
1.05	Openness of bilateral Air Service Agreements*	47
1.06	Transparency of government policymaking	71
1.07	Time required to start a business*	**21**
1.08	Cost to start a business*	63
1.09	GATS commitments*	91
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	51
2.02	Enforcement of environmental regulation	62
2.03	Sustainability of T&T industry development	82
2.04	Carbon dioxide emissions*	86
2.05	Particulate matter concentration*	55
2.06	Threatened species*	68
2.07	Environmental treaty ratification*	**30**
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	**14**
3.02	Reliability of police services	58
3.03	Business costs of crime and violence	40
3.04	Road traffic accidents*	49
	4th pillar: Health and hygiene	
4.01	Physician density*	42
4.02	Access to improved sanitation*	37
4.03	Access to improved drinking water*	40
4.04	Hospital beds*	**31**
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	40
5.02	T&T government expenditure*	119
5.03	Effectiveness of marketing and branding	79
5.04	Comprehensiveness of annual T&T data*	44
5.05	Timeliness of providing monthly/quarterly T&T data*	46
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	72
6.02	Available seat kilometers, domestic*	60
6.03	Available seat kilometers, international*	90
6.04	Departures per 1,000 population*	48
6.05	Airport density*	**25**
6.06	Number of operating airlines*	60
6.07	International air transport network	100
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	**31**
7.02	Quality of railroad infrastructure	48
7.03	Quality of port infrastructure	79
7.04	Quality of ground transport network	36
7.05	Road density*	54

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	**12**
8.02	Presence of major car rental companies*	**1**
8.03	ATMs accepting Visa cards*	**11**
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	47
9.02	Internet users*	43
9.03	Telephone lines*	**25**
9.04	Broadband Internet subscribers*	37
9.05	Mobile telephone subscribers*	**21**
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	90
10.02	Purchasing power parity*	96
10.03	Extent and effect of taxation	134
10.04	Fuel price levels*	90
10.05	Hotel price index*	**32**
	11th pillar: Human resources	
11.01	Primary education enrollment*	85
11.02	Secondary education enrollment*	49
11.03	Quality of the educational system	89
11.04	Local availability of research and training services	61
11.05	Extent of staff training	128
11.06	Hiring and firing practices	106
11.07	Ease of hiring foreign labor	128
11.08	HIV prevalence*	**1**
11.09	Business impact of HIV/AIDS	**14**
11.10	Life expectancy*	38
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	**13**
12.02	Attitude of population toward foreign visitors	42
12.03	Extension of business trips recommended	119
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	43
13.02	Protected areas*	94
13.03	Quality of the natural environment	**19**
13.04	Total known species*	87
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	**16**
14.02	Sports stadiums*	**26**
14.03	Number of international fairs and exhibitions*	41
14.04	Creative industries exports*	52

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Cyprus

Key indicators

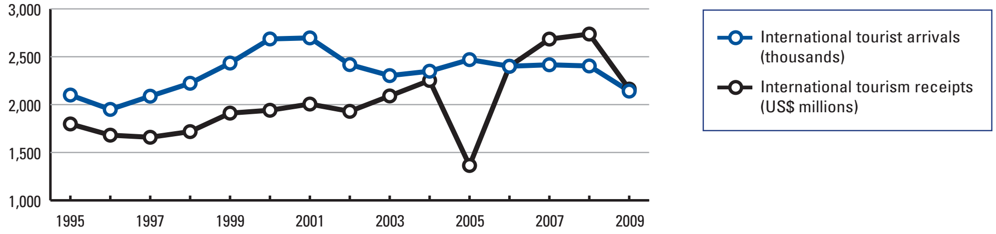
Population (millions), 2009	0.9
Surface area (1,000 square kilometers)	9.3
Gross domestic product (US$ billions), 2009	23.6
Gross domestic product (PPP, US$) per capita, 2009	28,503.7
Real GDP growth (percent), 2009	–1.7
Environmental Performance Index, 2010 (out of 163 economies)	96

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	1,701	6.7	5.6
Employment (1,000 jobs)	36	9.3	3.0
T&T economy, 2010 estimates			
GDP (US$ millions)	4,093	16.1	5.0
Employment (1,000 jobs)	77	19.8	2.6

Source: World Travel & Tourism Council, TSA Research 2010

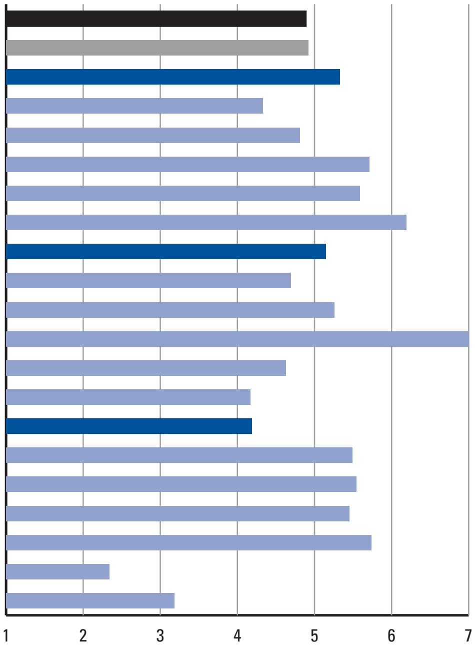
International tourist arrivals (thousands), 2009	2,141.2
International tourism receipts (US$ millions), 2009	2,162.4



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**24**	**4.9**
2009 Index	21	4.9
T&T regulatory framework	**23**	**5.3**
Policy rules and regulations	79	4.3
Environmental sustainability	51	4.8
Safety and security	26	5.7
Health and hygiene	43	5.6
Prioritization of Travel & Tourism	6	6.2
T&T business environment and infrastructure	**14**	**5.1**
Air transport infrastructure	21	4.7
Ground transport infrastructure	20	5.3
Tourism infrastructure	1	7.0
ICT infrastructure	31	4.6
Price competitiveness in the T&T industry	109	4.2
T&T human, cultural, and natural resources	**44**	**4.2**
Human resources	24	5.5
Education and training	24	5.5
Availability of qualified labor	21	5.4
Affinity for Travel & Tourism	11	5.7
Natural resources	117	2.3
Cultural resources	47	3.2



Note: For descriptions of variables and detailed sources, please refer to “How to the Read Country/Economy Profiles.”

Cyprus

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	78
1.02	Property rights	27
1.03	Business impact of rules on FDI	33
1.04	Visa requirements*	42
1.05	Openness of bilateral Air Service Agreements*	122
1.06	Transparency of government policymaking	31
1.07	Time required to start a business*	28
1.08	Cost to start a business*	73
1.09	GATS commitments*	115
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	49
2.02	Enforcement of environmental regulation	43
2.03	Sustainability of T&T industry development	57
2.04	Carbon dioxide emissions*	113
2.05	Particulate matter concentration*	84
2.06	Threatened species*	42
2.07	Environmental treaty ratification*	30
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	53
3.02	Reliability of police services	40
3.03	Business costs of crime and violence	**25**
3.04	Road traffic accidents*	26
	4th pillar: Health and hygiene	
4.01	Physician density*	48
4.02	Access to improved sanitation*	**1**
4.03	Access to improved drinking water*	**1**
4.04	Hospital beds*	48
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	**18**
5.02	T&T government expenditure*	**11**
5.03	Effectiveness of marketing and branding	38
5.04	Comprehensiveness of annual T&T data*	**1**
5.05	Timeliness of providing monthly/quarterly T&T data*	**1**
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	43
6.02	Available seat kilometers, domestic*	87
6.03	Available seat kilometers, international*	58
6.04	Departures per 1,000 population*	**18**
6.05	Airport density*	**9**
6.06	Number of operating airlines*	37
6.07	International air transport network	51
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	**23**
7.02	Quality of railroad infrastructure	n/a
7.03	Quality of port infrastructure	39
7.04	Quality of ground transport network	80
7.05	Road density*	**24**

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	**1**
8.02	Presence of major car rental companies*	**1**
8.03	ATMs accepting Visa cards*	**12**
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	51
9.02	Internet users*	44
9.03	Telephone lines*	**15**
9.04	Broadband Internet subscribers*	31
9.05	Mobile telephone subscribers*	36
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	77
10.02	Purchasing power parity*	122
10.03	Extent and effect of taxation	**12**
10.04	Fuel price levels*	93
10.05	Hotel price index*	94
	11th pillar: Human resources	
11.01	Primary education enrollment*	**17**
11.02	Secondary education enrollment*	33
11.03	Quality of the educational system	**13**
11.04	Local availability of research and training services	43
11.05	Extent of staff training	35
11.06	Hiring and firing practices	60
11.07	Ease of hiring foreign labor	67
11.08	HIV prevalence*	48
11.09	Business impact of HIV/AIDS	**21**
11.10	Life expectancy*	**15**
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	**14**
12.02	Attitude of population toward foreign visitors	43
12.03	Extension of business trips recommended	29
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	75
13.02	Protected areas*	101
13.03	Quality of the natural environment	56
13.04	Total known species*	125
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	62
14.02	Sports stadiums*	**8**
14.03	Number of international fairs and exhibitions*	59
14.04	Creative industries exports*	91

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Czech Republic

Key indicators

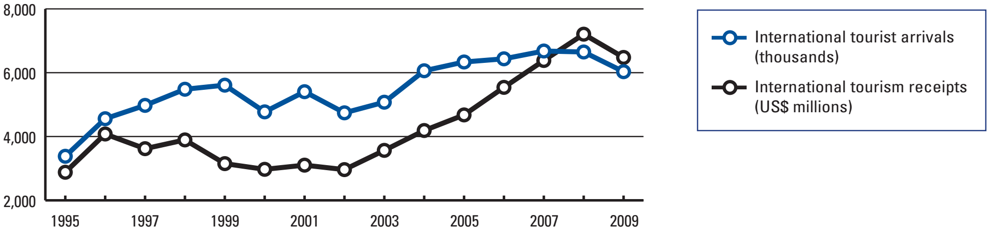
Population (millions), 2009	10.5
Surface area (1,000 square kilometers)	78.9
Gross domestic product (US$ billions), 2009	190.3
Gross domestic product (PPP, US$) per capita, 2009	24,270.7
Real GDP growth (percent), 2009	–4.1
Environmental Performance Index, 2010 (out of 163 economies)	22

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	3,682	1.8	3.7
Employment (1,000 jobs)	92	1.9	–0.7
T&T economy, 2010 estimates			
GDP (US$ millions)	21,427	10.4	5.4
Employment (1,000 jobs)	473	9.8	0.8

Source: World Travel & Tourism Council, TSA Research 2010

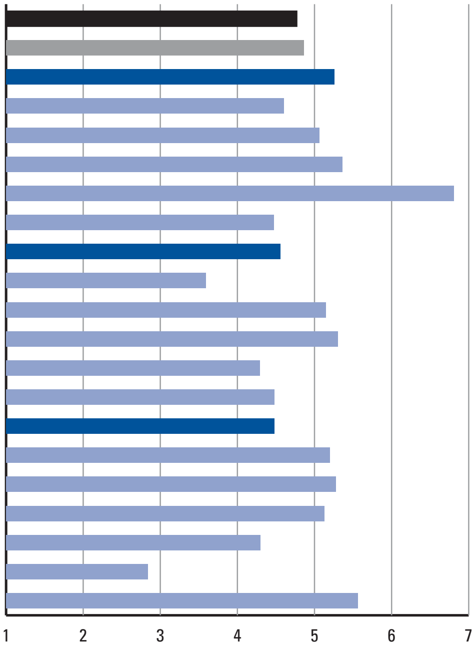
International tourist arrivals (thousands), 2009	6,032.4
International tourism receipts (US$ millions), 2009	6,478.4



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**31**	**4.8**
2009 Index	26	4.9
T&T regulatory framework	**26**	**5.3**
Policy rules and regulations	52	4.6
Environmental sustainability	28	5.1
Safety and security	41	5.4
Health and hygiene	6	6.8
Prioritization of Travel & Tourism	74	4.5
T&T business environment and infrastructure	**37**	**4.6**
Air transport infrastructure	50	3.6
Ground transport infrastructure	22	5.1
Tourism infrastructure	27	5.3
ICT infrastructure	40	4.3
Price competitiveness in the T&T industry	77	4.5
T&T human, cultural, and natural resources	**31**	**4.5**
Human resources	36	5.2
Education and training	35	5.3
Availability of qualified labor	62	5.1
Affinity for Travel & Tourism	105	4.3
Natural resources	87	2.8
Cultural resources	15	5.6



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Czech Republic

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	42
1.02	Property rights	65
1.03	Business impact of rules on FDI	**22**
1.04	Visa requirements*	42
1.05	Openness of bilateral Air Service Agreements*	33
1.06	Transparency of government policymaking	102
1.07	Time required to start a business*	80
1.08	Cost to start a business*	65
1.09	GATS commitments*	84
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	**24**
2.02	Enforcement of environmental regulation	**27**
2.03	Sustainability of T&T industry development	84
2.04	Carbon dioxide emissions*	122
2.05	Particulate matter concentration*	**30**
2.06	Threatened species*	**13**
2.07	Environmental treaty ratification*	46
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	**24**
3.02	Reliability of police services	86
3.03	Business costs of crime and violence	35
3.04	Road traffic accidents*	32
	4th pillar: Health and hygiene	
4.01	Physician density*	**20**
4.02	Access to improved sanitation*	39
4.03	Access to improved drinking water*	**1**
4.04	Hospital beds*	**6**
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	69
5.02	T&T government expenditure*	62
5.03	Effectiveness of marketing and branding	85
5.04	Comprehensiveness of annual T&T data*	75
5.05	Timeliness of providing monthly/quarterly T&T data*	72
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	**17**
6.02	Available seat kilometers, domestic*	76
6.03	Available seat kilometers, international*	59
6.04	Departures per 1,000 population*	42
6.05	Airport density*	88
6.06	Number of operating airlines*	34
6.07	International air transport network	**25**
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	80
7.02	Quality of railroad infrastructure	**22**
7.03	Quality of port infrastructure	54
7.04	Quality of ground transport network	**10**
7.05	Road density*	**20**

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	**27**
8.02	Presence of major car rental companies*	**1**
8.03	ATMs accepting Visa cards*	51
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	**23**
9.02	Internet users*	**29**
9.03	Telephone lines*	65
9.04	Broadband Internet subscribers*	40
9.05	Mobile telephone subscribers*	**19**
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	74
10.02	Purchasing power parity*	97
10.03	Extent and effect of taxation	49
10.04	Fuel price levels*	105
10.05	Hotel price index*	31
	11th pillar: Human resources	
11.01	Primary education enrollment*	100
11.02	Secondary education enrollment*	46
11.03	Quality of the educational system	34
11.04	Local availability of research and training services	**17**
11.05	Extent of staff training	40
11.06	Hiring and firing practices	119
11.07	Ease of hiring foreign labor	49
11.08	HIV prevalence*	**1**
11.09	Business impact of HIV/AIDS	52
11.10	Life expectancy*	37
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	58
12.02	Attitude of population toward foreign visitors	93
12.03	Extension of business trips recommended	130
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	75
13.02	Protected areas*	37
13.03	Quality of the natural environment	73
13.04	Total known species*	104
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	**16**
14.02	Sports stadiums*	38
14.03	Number of international fairs and exhibitions*	**29**
14.04	Creative industries exports*	**22**

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Denmark

Key indicators

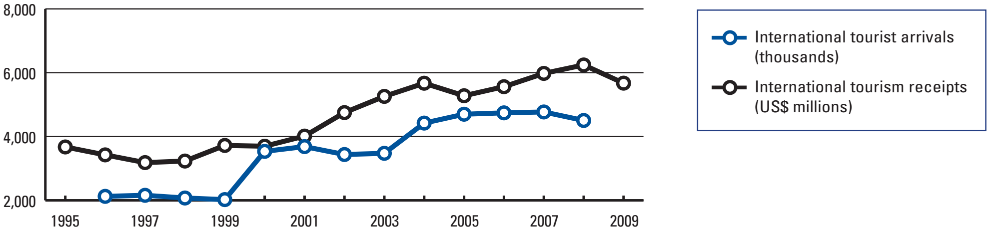
Population (millions), 2009	5.5
Surface area (1,000 square kilometers)	43.1
Gross domestic product (US$ billions), 2009	310.1
Gross domestic product (PPP, US$) per capita, 2009	35,827.9
Real GDP growth (percent), 2009	–4.7
Environmental Performance Index, 2010 (out of 163 economies)	32

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	9,821	2.9	4.0
Employment (1,000 jobs)	84	3.0	1.7
T&T economy, 2010 estimates			
GDP (US$ millions)	25,960	7.7	3.5
Employment (1,000 jobs)	227	8.2	1.0

Source: World Travel & Tourism Council, TSA Research 2010

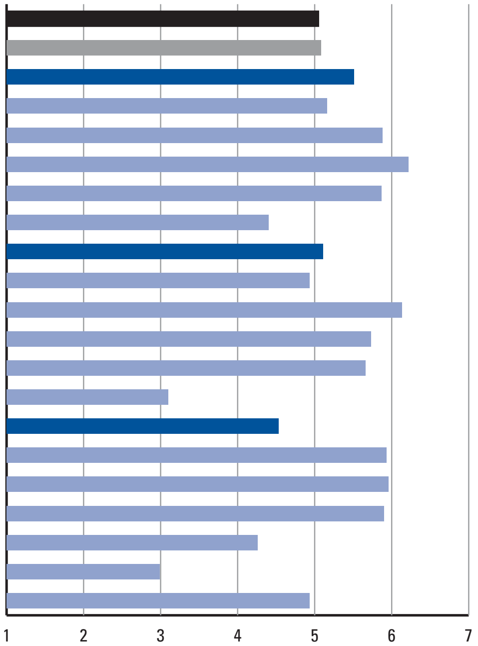
International tourist arrivals (thousands), 2008	4,503.0
International tourism receipts (US$ millions), 2009	5,672.8



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**16**	**5.0**
2009 Index	14	5.1
T&T regulatory framework	**15**	**5.5**
Policy rules and regulations	17	5.2
Environmental sustainability	3	5.9
Safety and security	8	6.2
Health and hygiene	38	5.9
Prioritization of Travel & Tourism	81	4.4
T&T business environment and infrastructure	**16**	**5.1**
Air transport infrastructure	17	4.9
Ground transport infrastructure	7	6.1
Tourism infrastructure	24	5.7
ICT infrastructure	10	5.7
Price competitiveness in the T&T industry	139	3.1
T&T human, cultural, and natural resources	**26**	**4.5**
Human resources	4	5.9
Education and training	9	6.0
Availability of qualified labor	6	5.9
Affinity for Travel & Tourism	111	4.3
Natural resources	77	3.0
Cultural resources	22	4.9



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Denmark

The Travel & Tourism Competitiveness Index in detail

1st pillar: Policy rules and regulations

	INDICATOR	RANK/139
1.01	Prevalence of foreign ownership	44
1.02	Property rights	**11**
1.03	Business impact of rules on FDI	78
1.04	Visa requirements*	42
1.05	Openness of bilateral Air Service Agreements*	19
1.06	Transparency of government policymaking	**9**
1.07	Time required to start a business*	**13**
1.08	Cost to start a business*	**1**
1.09	GATS commitments*	65

2nd pillar: Environmental sustainability

	INDICATOR	RANK/139
2.01	Stringency of environmental regulation	**8**
2.02	Enforcement of environmental regulation	**5**
2.03	Sustainability of T&T industry development	20
2.04	Carbon dioxide emissions*	109
2.05	Particulate matter concentration*	22
2.06	Threatened species*	**3**
2.07	Environmental treaty ratification*	**1**

3rd pillar: Safety and security

	INDICATOR	RANK/139
3.01	Business costs of terrorism	36
3.02	Reliability of police services	**10**
3.03	Business costs of crime and violence	**15**
3.04	Road traffic accidents*	n/a

4th pillar: Health and hygiene

	INDICATOR	RANK/139
4.01	Physician density*	28
4.02	Access to improved sanitation*	**1**
4.03	Access to improved drinking water*	**1**
4.04	Hospital beds*	50

5th pillar: Prioritization of Travel & Tourism

	INDICATOR	RANK/139
5.01	Government prioritization of the T&T industry	85
5.02	T&T government expenditure*	97
5.03	Effectiveness of marketing and branding	57
5.04	Comprehensiveness of annual T&T data*	44
5.05	Timeliness of providing monthly/quarterly T&T data*	88

6th pillar: Air transport infrastructure

	INDICATOR	RANK/139
6.01	Quality of air transport infrastructure	**6**
6.02	Available seat kilometers, domestic*	44
6.03	Available seat kilometers, international*	38
6.04	Departures per 1,000 population*	**13**
6.05	Airport density*	27
6.06	Number of operating airlines*	23
6.07	International air transport network	18

7th pillar: Ground transport infrastructure

	INDICATOR	RANK/139
7.01	Quality of roads	**9**
7.02	Quality of railroad infrastructure	**12**
7.03	Quality of port infrastructure	**10**
7.04	Quality of ground transport network	**14**
7.05	Road density*	18

8th pillar: Tourism infrastructure

	INDICATOR	RANK/139
8.01	Hotel rooms*	39
8.02	Presence of major car rental companies*	**1**
8.03	ATMs accepting Visa cards*	25

9th pillar: ICT infrastructure

	INDICATOR	RANK/139
9.01	Extent of business Internet use	17
9.02	Internet users*	**6**
9.03	Telephone lines*	29
9.04	Broadband Internet subscribers*	**1**
9.05	Mobile telephone subscribers*	31

10th pillar: Price competitiveness in the T&T industry

	INDICATOR	RANK/139
10.01	Ticket taxes and airport charges*	98
10.02	Purchasing power parity*	138
10.03	Extent and effect of taxation	130
10.04	Fuel price levels*	121
10.05	Hotel price index*	88

11th pillar: Human resources

	INDICATOR	RANK/139
11.01	Primary education enrollment*	58
11.02	Secondary education enrollment*	**4**
11.03	Quality of the educational system	**10**
11.04	Local availability of research and training services	**8**
11.05	Extent of staff training	**7**
11.06	Hiring and firing practices	**3**
11.07	Ease of hiring foreign labor	50
11.08	HIV prevalence*	56
11.09	Business impact of HIV/AIDS	26
11.10	Life expectancy*	28

12th pillar: Affinity for Travel & Tourism

	INDICATOR	RANK/139
12.01	Tourism openness*	73
12.02	Attitude of population toward foreign visitors	90
12.03	Extension of business trips recommended	127

13th pillar: Natural resources

	INDICATOR	RANK/139
13.01	Number of World Heritage natural sites*	43
13.02	Protected areas*	105
13.03	Quality of the natural environment	**11**
13.04	Total known species*	110

14th pillar: Cultural resources

	INDICATOR	RANK/139
14.01	Number of World Heritage cultural sites*	73
14.02	Sports stadiums*	23
14.03	Number of international fairs and exhibitions*	22
14.04	Creative industries exports*	24

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Dominican Republic

Key indicators

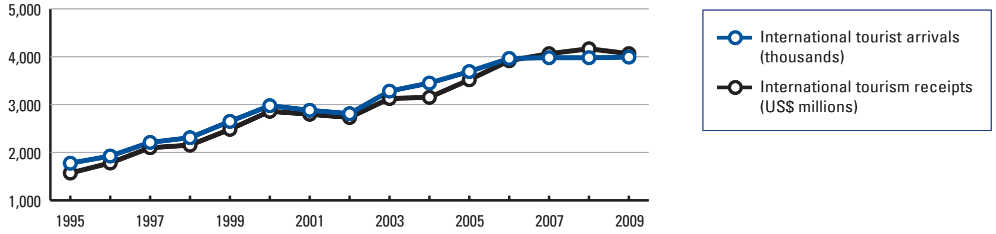
Population (millions), 2009	10.1
Surface area (1,000 square kilometers)	48.7
Gross domestic product (US$ billions), 2009	46.7
Gross domestic product (PPP, US$) per capita, 2009	8,268.6
Real GDP growth (percent), 2009	3.5
Environmental Performance Index, 2010 (out of 163 economies)	36

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	2,371	5.2	4.8
Employment (1,000 jobs)	179	4.6	4.1
T&T economy, 2010 estimates			
GDP (US$ millions)	7,269	15.9	4.8
Employment (1,000 jobs)	540	13.8	4.0

Source: World Travel & Tourism Council, TSA Research 2010

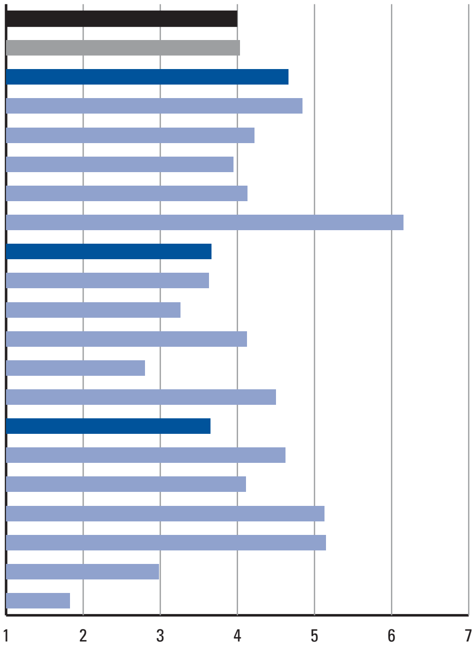
International tourist arrivals (thousands), 2009	3,992.3
International tourism receipts (US$ millions), 2009	4,064.9



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**72**	**4.0**
2009 Index	67	4.0
T&T regulatory framework	**63**	**4.7**
Policy rules and regulations	32	4.8
Environmental sustainability	93	4.2
Safety and security	116	3.9
Health and hygiene	86	4.1
Prioritization of Travel & Tourism	7	6.2
T&T business environment and infrastructure	**69**	**3.7**
Air transport infrastructure	49	3.6
Ground transport infrastructure	81	3.3
Tourism infrastructure	61	4.1
ICT infrastructure	83	2.8
Price competitiveness in the T&T industry	72	4.5
T&T human, cultural, and natural resources	**89**	**3.6**
Human resources	92	4.6
Education and training	101	4.1
Availability of qualified labor	61	5.1
Affinity for Travel & Tourism	28	5.2
Natural resources	79	3.0
Cultural resources	92	1.8



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Dominican Republic

The Travel & Tourism Competitiveness Index in detail

1st pillar: Policy rules and regulations

	INDICATOR	RANK/139
1.01	Prevalence of foreign ownership	**39**
1.02	Property rights	86
1.03	Business impact of rules on FDI	59
1.04	Visa requirements*	**9**
1.05	Openness of bilateral Air Service Agreements*	**4**
1.06	Transparency of government policymaking	61
1.07	Time required to start a business*	73
1.08	Cost to start a business*	95
1.09	GATS commitments*	104

2nd pillar: Environmental sustainability

2.01	Stringency of environmental regulation	97
2.02	Enforcement of environmental regulation	111
2.03	Sustainability of T&T industry development	58
2.04	Carbon dioxide emissions*	57
2.05	Particulate matter concentration*	**26**
2.06	Threatened species*	133
2.07	Environmental treaty ratification*	81

3rd pillar: Safety and security

3.01	Business costs of terrorism	88
3.02	Reliability of police services	134
3.03	Business costs of crime and violence	125
3.04	Road traffic accidents*	76

4th pillar: Health and hygiene

4.01	Physician density*	61
4.02	Access to improved sanitation*	77
4.03	Access to improved drinking water*	95
4.04	Hospital beds*	109

5th pillar: Prioritization of Travel & Tourism

5.01	Government prioritization of the T&T industry	**23**
5.02	T&T government expenditure*	**1**
5.03	Effectiveness of marketing and branding	**34**
5.04	Comprehensiveness of annual T&T data*	**28**
5.05	Timeliness of providing monthly/quarterly T&T data*	**12**

6th pillar: Air transport infrastructure

6.01	Quality of air transport infrastructure	51
6.02	Available seat kilometers, domestic*	93
6.03	Available seat kilometers, international*	**44**
6.04	Departures per 1,000 population*	n/a
6.05	Airport density*	74
6.06	Number of operating airlines*	**40**
6.07	International air transport network	**29**

7th pillar: Ground transport infrastructure

7.01	Quality of roads	78
7.02	Quality of railroad infrastructure	83
7.03	Quality of port infrastructure	65
7.04	Quality of ground transport network	82
7.05	Road density*	74

8th pillar: Tourism infrastructure

	INDICATOR	RANK/139
8.01	Hotel rooms*	**45**
8.02	Presence of major car rental companies*	**1**
8.03	ATMs accepting Visa cards*	91

9th pillar: ICT infrastructure

9.01	Extent of business Internet use	82
9.02	Internet users*	80
9.03	Telephone lines*	96
9.04	Broadband Internet subscribers*	71
9.05	Mobile telephone subscribers*	81

10th pillar: Price competitiveness in the T&T industry

10.01	Ticket taxes and airport charges*	132
10.02	Purchasing power parity*	65
10.03	Extent and effect of taxation	115
10.04	Fuel price levels*	62
10.05	Hotel price index*	**12**

11th pillar: Human resources

11.01	Primary education enrollment*	110
11.02	Secondary education enrollment*	93
11.03	Quality of the educational system	133
11.04	Local availability of research and training services	78
11.05	Extent of staff training	94
11.06	Hiring and firing practices	87
11.07	Ease of hiring foreign labor	**47**
11.08	HIV prevalence*	103
11.09	Business impact of HIV/AIDS	103
11.10	Life expectancy*	64

12th pillar: Affinity for Travel & Tourism

12.01	Tourism openness*	**23**
12.02	Attitude of population toward foreign visitors	**38**
12.03	Extension of business trips recommended	66

13th pillar: Natural resources

13.01	Number of World Heritage natural sites*	75
13.02	Protected areas*	**13**
13.03	Quality of the natural environment	123
13.04	Total known species*	118

14th pillar: Cultural resources

14.01	Number of World Heritage cultural sites*	73
14.02	Sports stadiums*	95
14.03	Number of international fairs and exhibitions*	68
14.04	Creative industries exports*	**50**

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Ecuador

Key indicators

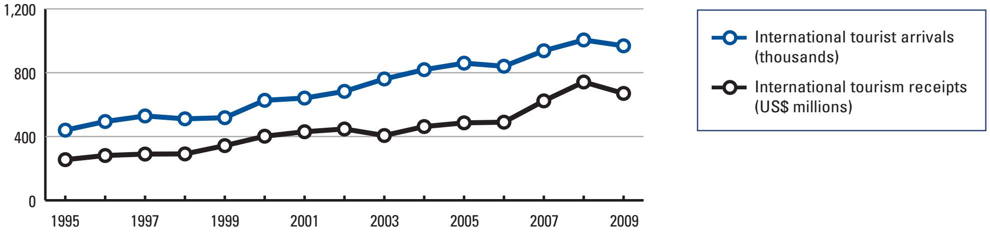
Population (millions), 2009	13.6
Surface area (1,000 square kilometers)	283.6
Gross domestic product (US$ billions), 2009	55.6
Gross domestic product (PPP, US$) per capita, 2009	7,764.9
Real GDP growth (percent), 2009	0.4
Environmental Performance Index, 2010 (out of 163 economies)	30

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	955	1.7	4.6
Employment (1,000 jobs)	84	1.5	2.9
T&T economy, 2010 estimates			
GDP (US$ millions)	4,448	7.7	4.4
Employment (1,000 jobs)	378	6.6	2.6

Source: World Travel & Tourism Council, TSA Research 2010

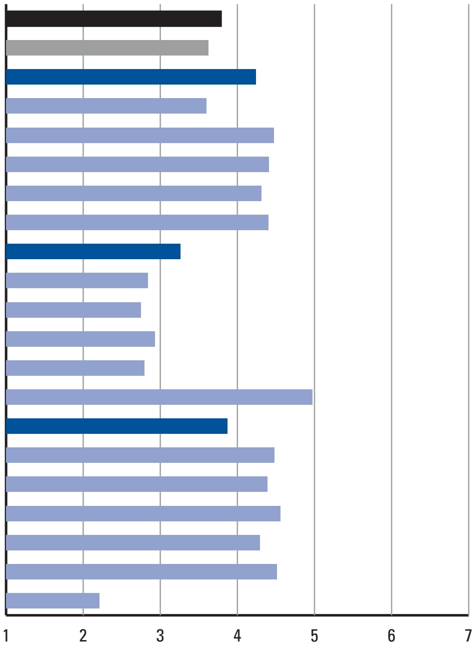
International tourist arrivals (thousands), 2009	968.5
International tourism receipts (US$ millions), 2009	670.2



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**87**	**3.8**
2009 Index	96	3.6
T&T regulatory framework	**93**	**4.2**
Policy rules and regulations	124	3.6
Environmental sustainability	75	4.5
Safety and security	90	4.4
Health and hygiene	82	4.3
Prioritization of Travel & Tourism	82	4.4
T&T business environment and infrastructure	**93**	**3.3**
Air transport infrastructure	76	2.8
Ground transport infrastructure	118	2.8
Tourism infrastructure	86	2.9
ICT infrastructure	86	2.8
Price competitiveness in the T&T industry	36	5.0
T&T human, cultural, and natural resources	**64**	**3.9**
Human resources	102	4.5
Education and training	84	4.4
Availability of qualified labor	117	4.6
Affinity for Travel & Tourism	109	4.3
Natural resources	25	4.5
Cultural resources	73	2.2



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Ecuador

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	119
1.02	Property rights	123
1.03	Business impact of rules on FDI	138
1.04	Visa requirements*	80
1.05	Openness of bilateral Air Service Agreements*	**35**
1.06	Transparency of government policymaking	112
1.07	Time required to start a business*	123
1.08	Cost to start a business*	104
1.09	GATS commitments*	**31**
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	79
2.02	Enforcement of environmental regulation	87
2.03	Sustainability of T&T industry development	74
2.04	Carbon dioxide emissions*	59
2.05	Particulate matter concentration*	**41**
2.06	Threatened species*	125
2.07	Environmental treaty ratification*	**46**
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	98
3.02	Reliability of police services	120
3.03	Business costs of crime and violence	117
3.04	Road traffic accidents*	**30**
	4th pillar: Health and hygiene	
4.01	Physician density*	71
4.02	Access to improved sanitation*	59
4.03	Access to improved drinking water*	68
4.04	Hospital beds*	122
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	96
5.02	T&T government expenditure*	58
5.03	Effectiveness of marketing and branding	77
5.04	Comprehensiveness of annual T&T data*	119
5.05	Timeliness of providing monthly/quarterly T&T data*	**12**
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	73
6.02	Available seat kilometers, domestic*	**38**
6.03	Available seat kilometers, international*	76
6.04	Departures per 1,000 population*	57
6.05	Airport density*	**40**
6.06	Number of operating airlines*	82
6.07	International air transport network	75
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	83
7.02	Quality of railroad infrastructure	113
7.03	Quality of port infrastructure	92
7.04	Quality of ground transport network	110
7.05	Road density*	94

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	62
8.02	Presence of major car rental companies*	95
8.03	ATMs accepting Visa cards*	75
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	106
9.02	Internet users*	86
9.03	Telephone lines*	83
9.04	Broadband Internet subscribers*	86
9.05	Mobile telephone subscribers*	63
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	112
10.02	Purchasing power parity*	**47**
10.03	Extent and effect of taxation	124
10.04	Fuel price levels*	**13**
10.05	Hotel price index*	**23**
	11th pillar: Human resources	
11.01	Primary education enrollment*	**39**
11.02	Secondary education enrollment*	90
11.03	Quality of the educational system	122
11.04	Local availability of research and training services	103
11.05	Extent of staff training	107
11.06	Hiring and firing practices	136
11.07	Ease of hiring foreign labor	126
11.08	HIV prevalence*	79
11.09	Business impact of HIV/AIDS	75
11.10	Life expectancy*	64
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	114
12.02	Attitude of population toward foreign visitors	118
12.03	Extension of business trips recommended	60
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	**24**
13.02	Protected areas*	**36**
13.03	Quality of the natural environment	109
13.04	Total known species*	**5**
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	73
14.02	Sports stadiums*	**41**
14.03	Number of international fairs and exhibitions*	54
14.04	Creative industries exports*	85

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Egypt

Key indicators

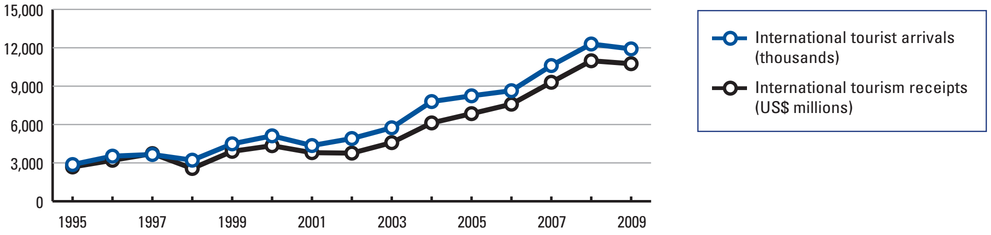
Population (millions), 2009	83.0
Surface area (1,000 square kilometers)	1,001.5
Gross domestic product (US$ billions), 2009	188.0
Gross domestic product (PPP, US$) per capita, 2009	6,114.4
Real GDP growth (percent), 2009	4.7
Environmental Performance Index, 2010 (out of 163 economies)	68

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	14,445	7.0	5.6
Employment (1,000 jobs)	1,385	5.9	2.5
T&T economy, 2010 estimates			
GDP (US$ millions)	26,672	13.0	6.0
Employment (1,000 jobs)	2,543	10.9	3.0

Source: World Travel & Tourism Council, TSA Research 2010

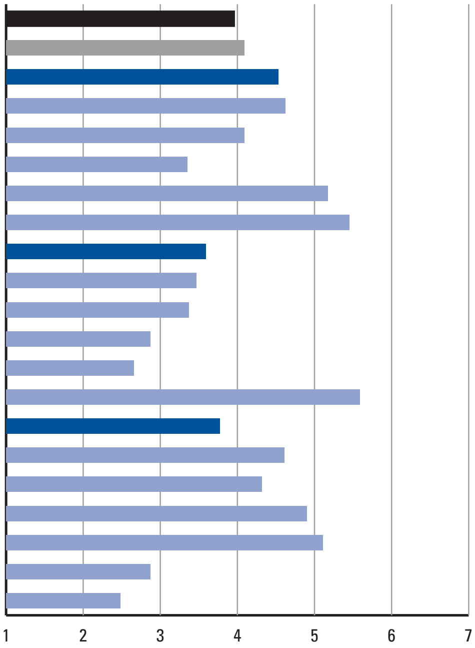
International tourist arrivals (thousands), 2009	11,913.5
International tourism receipts (US$ millions), 2009	10,755.3



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**75**	**4.0**
2009 Index	64	4.1
T&T regulatory framework	**70**	**4.5**
Policy rules and regulations	49	4.6
Environmental sustainability	113	4.1
Safety and security	135	3.3
Health and hygiene	56	5.2
Prioritization of Travel & Tourism	22	5.5
T&T business environment and infrastructure	**74**	**3.6**
Air transport infrastructure	55	3.5
Ground transport infrastructure	76	3.4
Tourism infrastructure	88	2.9
ICT infrastructure	93	2.7
Price competitiveness in the T&T industry	5	5.6
T&T human, cultural, and natural resources	**71**	**3.8**
Human resources	93	4.6
Education and training	87	4.3
Availability of qualified labor	88	4.9
Affinity for Travel & Tourism	29	5.1
Natural resources	85	2.9
Cultural resources	65	2.5



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Egypt

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	100
1.02	Property rights	56
1.03	Business impact of rules on FDI	75
1.04	Visa requirements*	77
1.05	Openness of bilateral Air Service Agreements*	69
1.06	Transparency of government policymaking	68
1.07	Time required to start a business*	21
1.08	Cost to start a business*	54
1.09	GATS commitments*	55
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	115
2.02	Enforcement of environmental regulation	109
2.03	Sustainability of T&T industry development	48
2.04	Carbon dioxide emissions*	60
2.05	Particulate matter concentration*	131
2.06	Threatened species*	84
2.07	Environmental treaty ratification*	30
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	132
3.02	Reliability of police services	81
3.03	Business costs of crime and violence	97
3.04	Road traffic accidents*	135
	4th pillar: Health and hygiene	
4.01	Physician density*	45
4.02	Access to improved sanitation*	56
4.03	Access to improved drinking water*	40
4.04	Hospital beds*	79
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	46
5.02	T&T government expenditure*	21
5.03	Effectiveness of marketing and branding	42
5.04	Comprehensiveness of annual T&T data*	40
5.05	Timeliness of providing monthly/quarterly T&T data*	46
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	39
6.02	Available seat kilometers, domestic*	39
6.03	Available seat kilometers, international*	28
6.04	Departures per 1,000 population*	98
6.05	Airport density*	122
6.06	Number of operating airlines*	18
6.07	International air transport network	66
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	75
7.02	Quality of railroad infrastructure	46
7.03	Quality of port infrastructure	69
7.04	Quality of ground transport network	84
7.05	Road density*	114

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	78
8.02	Presence of major car rental companies*	64
8.03	ATMs accepting Visa cards*	101
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	77
9.02	Internet users*	87
9.03	Telephone lines*	87
9.04	Broadband Internet subscribers*	92
9.05	Mobile telephone subscribers*	101
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	42
10.02	Purchasing power parity*	17
10.03	Extent and effect of taxation	75
10.04	Fuel price levels*	12
10.05	Hotel price index*	4
	11th pillar: Human resources	
11.01	Primary education enrollment*	71
11.02	Secondary education enrollment*	92
11.03	Quality of the educational system	131
11.04	Local availability of research and training services	64
11.05	Extent of staff training	112
11.06	Hiring and firing practices	76
11.07	Ease of hiring foreign labor	94
11.08	HIV prevalence*	1
11.09	Business impact of HIV/AIDS	29
11.10	Life expectancy*	92
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	43
12.02	Attitude of population toward foreign visitors	36
12.03	Extension of business trips recommended	21
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	43
13.02	Protected areas*	88
13.03	Quality of the natural environment	60
13.04	Total known species*	73
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	38
14.02	Sports stadiums*	108
14.03	Number of international fairs and exhibitions*	51
14.04	Creative industries exports*	45

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

El Salvador

Key indicators

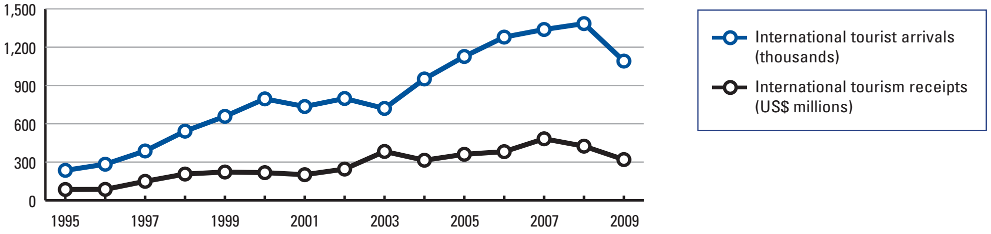
Population (millions), 2009	6.2
Surface area (1,000 square kilometers)	21.0
Gross domestic product (US$ billions), 2009	21.1
Gross domestic product (PPP, US$) per capita, 2009	7,355.4
Real GDP growth (percent), 2009	–3.5
Environmental Performance Index, 2010 (out of 163 economies)	34

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	676	3.1	4.4
Employment (1,000 jobs)	64	2.7	3.5
T&T economy, 2010 estimates			
GDP (US$ millions)	1,573	7.1	4.1
Employment (1,000 jobs)	146	6.2	3.2

Source: World Travel & Tourism Council, TSA Research 2010

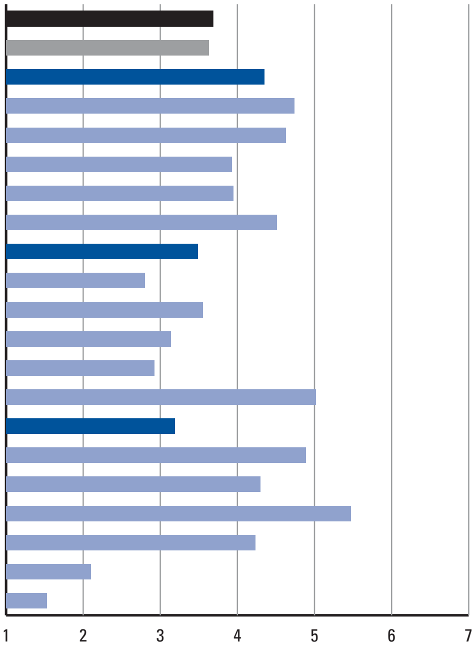
International tourist arrivals (thousands), 2009	1,090.9
International tourism receipts (US$ millions), 2009	319.4



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**96**	**3.7**
2009 Index	94	3.6
T&T regulatory framework	**84**	**4.4**
Policy rules and regulations	39	4.7
Environmental sustainability	63	4.6
Safety and security	118	3.9
Health and hygiene	92	4.0
Prioritization of Travel & Tourism	67	4.5
T&T business environment and infrastructure	**79**	**3.5**
Air transport infrastructure	79	2.8
Ground transport infrastructure	70	3.5
Tourism infrastructure	79	3.1
ICT infrastructure	77	2.9
Price competitiveness in the T&T industry	34	5.0
T&T human, cultural, and natural resources	**124**	**3.2**
Human resources	67	4.9
Education and training	91	4.3
Availability of qualified labor	19	5.5
Affinity for Travel & Tourism	115	4.2
Natural resources	130	2.1
Cultural resources	113	1.5



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

El Salvador

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	**38**
1.02	Property rights	82
1.03	Business impact of rules on FDI	66
1.04	Visa requirements*	**26**
1.05	Openness of bilateral Air Service Agreements*	**1**
1.06	Transparency of government policymaking	74
1.07	Time required to start a business*	69
1.08	Cost to start a business*	113
1.09	GATS commitments*	92
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	100
2.02	Enforcement of environmental regulation	104
2.03	Sustainability of T&T industry development	89
2.04	Carbon dioxide emissions*	**37**
2.05	Particulate matter concentration*	62
2.06	Threatened species*	**37**
2.07	Environmental treaty ratification*	108
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	113
3.02	Reliability of police services	99
3.03	Business costs of crime and violence	138
3.04	Road traffic accidents*	**38**
	4th pillar: Health and hygiene	
4.01	Physician density*	79
4.02	Access to improved sanitation*	72
4.03	Access to improved drinking water*	94
4.04	Hospital beds*	117
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	91
5.02	T&T government expenditure*	92
5.03	Effectiveness of marketing and branding	69
5.04	Comprehensiveness of annual T&T data*	**36**
5.05	Timeliness of providing monthly/quarterly T&T data*	**46**
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	**33**
6.02	Available seat kilometers, domestic*	103
6.03	Available seat kilometers, international*	85
6.04	Departures per 1,000 population*	59
6.05	Airport density*	119
6.06	Number of operating airlines*	117
6.07	International air transport network	**42**
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	**29**
7.02	Quality of railroad infrastructure	110
7.03	Quality of port infrastructure	71
7.04	Quality of ground transport network	90
7.05	Road density*	58

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	96
8.02	Presence of major car rental companies*	64
8.03	ATMs accepting Visa cards*	78
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	83
9.02	Internet users*	97
9.03	Telephone lines*	72
9.04	Broadband Internet subscribers*	81
9.05	Mobile telephone subscribers*	**33**
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	114
10.02	Purchasing power parity*	63
10.03	Extent and effect of taxation	**35**
10.04	Fuel price levels*	**32**
10.05	Hotel price index*	**17**
	11th pillar: Human resources	
11.01	Primary education enrollment*	67
11.02	Secondary education enrollment*	105
11.03	Quality of the educational system	121
11.04	Local availability of research and training services	83
11.05	Extent of staff training	63
11.06	Hiring and firing practices	**13**
11.07	Ease of hiring foreign labor	**25**
11.08	HIV prevalence*	99
11.09	Business impact of HIV/AIDS	73
11.10	Life expectancy*	74
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	113
12.02	Attitude of population toward foreign visitors	88
12.03	Extension of business trips recommended	101
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	75
13.02	Protected areas*	122
13.03	Quality of the natural environment	138
13.04	Total known species*	53
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	104
14.02	Sports stadiums*	75
14.03	Number of international fairs and exhibitions*	81
14.04	Creative industries exports*	75

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Estonia

Key indicators

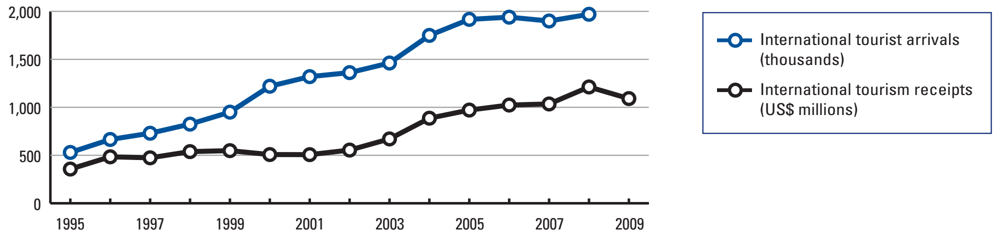
Population (millions), 2009	1.3
Surface area (1,000 square kilometers)	45.2
Gross domestic product (US$ billions), 2009	19.3
Gross domestic product (PPP, US$) per capita, 2009	17,695.1
Real GDP growth (percent), 2009	–13.9
Environmental Performance Index, 2010 (out of 163 economies)	57

Travel & Tourism indicators

T&T industry, 2010 estimates		Percent of total	2011–2020 annual growth (%, forecast)
GDP (US$ millions)	649	3.3	5.7
Employment (1,000 jobs)	17	2.9	0.6
T&T economy, 2010 estimates			
GDP (US$ millions)	2,886	14.5	5.6
Employment (1,000 jobs)	73	12.7	0.6

Source: World Travel & Tourism Council, TSA Research 2010

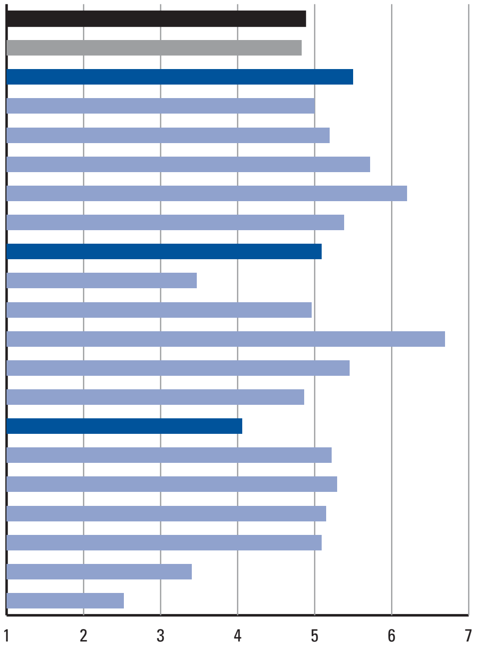
International tourist arrivals (thousands), 2008	1,970.0
International tourism receipts (US$ millions), 2009	1,091.3



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**25**	**4.9**
2009 Index	27	4.8
T&T regulatory framework	**17**	**5.5**
Policy rules and regulations	25	5.0
Environmental sustainability	24	5.2
Safety and security	25	5.7
Health and hygiene	24	6.2
Prioritization of Travel & Tourism	25	5.4
T&T business environment and infrastructure	**19**	**5.1**
Air transport infrastructure	54	3.5
Ground transport infrastructure	29	5.0
Tourism infrastructure	11	6.7
ICT infrastructure	13	5.4
Price competitiveness in the T&T industry	44	4.9
T&T human, cultural, and natural resources	**50**	**4.1**
Human resources	32	5.2
Education and training	31	5.3
Availability of qualified labor	54	5.2
Affinity for Travel & Tourism	31	5.1
Natural resources	59	3.4
Cultural resources	64	2.5



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Estonia

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	48
1.02	Property rights	33
1.03	Business impact of rules on FDI	**23**
1.04	Visa requirements*	42
1.05	Openness of bilateral Air Service Agreements*	128
1.06	Transparency of government policymaking	**14**
1.07	Time required to start a business*	**21**
1.08	Cost to start a business*	**21**
1.09	GATS commitments*	**17**
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	**20**
2.02	Enforcement of environmental regulation	26
2.03	Sustainability of T&T industry development	61
2.04	Carbon dioxide emissions*	126
2.05	Particulate matter concentration*	**4**
2.06	Threatened species*	**5**
2.07	Environmental treaty ratification*	30
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	**12**
3.02	Reliability of police services	33
3.03	Business costs of crime and violence	30
3.04	Road traffic accidents*	59
	4th pillar: Health and hygiene	
4.01	Physician density*	25
4.02	Access to improved sanitation*	50
4.03	Access to improved drinking water*	51
4.04	Hospital beds*	28
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	62
5.02	T&T government expenditure*	**15**
5.03	Effectiveness of marketing and branding	71
5.04	Comprehensiveness of annual T&T data*	58
5.05	Timeliness of providing monthly/quarterly T&T data*	46
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	74
6.02	Available seat kilometers, domestic*	89
6.03	Available seat kilometers, international*	123
6.04	Departures per 1,000 population*	38
6.05	Airport density*	**14**
6.06	Number of operating airlines*	113
6.07	International air transport network	92
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	48
7.02	Quality of railroad infrastructure	36
7.03	Quality of port infrastructure	**17**
7.04	Quality of ground transport network	34
7.05	Road density*	27

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	**14**
8.02	Presence of major car rental companies*	**1**
8.03	ATMs accepting Visa cards*	**23**
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	**2**
9.02	Internet users*	**22**
9.03	Telephone lines*	31
9.04	Broadband Internet subscribers*	**24**
9.05	Mobile telephone subscribers*	**3**
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	40
10.02	Purchasing power parity*	100
10.03	Extent and effect of taxation	**18**
10.04	Fuel price levels*	80
10.05	Hotel price index*	**19**
	11th pillar: Human resources	
11.01	Primary education enrollment*	63
11.02	Secondary education enrollment*	29
11.03	Quality of the educational system	42
11.04	Local availability of research and training services	33
11.05	Extent of staff training	48
11.06	Hiring and firing practices	56
11.07	Ease of hiring foreign labor	89
11.08	HIV prevalence*	110
11.09	Business impact of HIV/AIDS	57
11.10	Life expectancy*	53
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	26
12.02	Attitude of population toward foreign visitors	77
12.03	Extension of business trips recommended	42
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	75
13.02	Protected areas*	**20**
13.03	Quality of the natural environment	**24**
13.04	Total known species*	121
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	53
14.02	Sports stadiums*	59
14.03	Number of international fairs and exhibitions*	44
14.04	Creative industries exports*	54

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Ethiopia

Key indicators

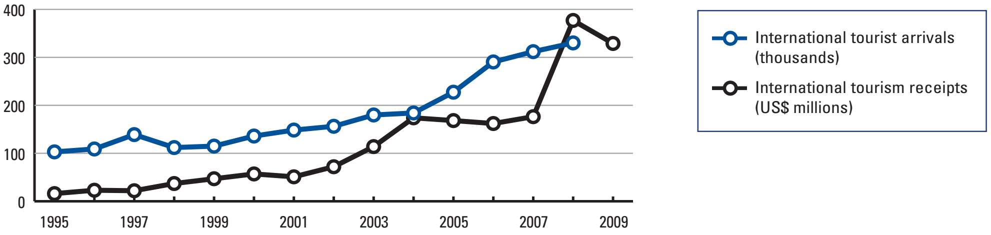
Population (millions), 2009	82.8
Surface area (1,000 square kilometers)	1,104.3
Gross domestic product (US$ billions), 2009	32.3
Gross domestic product (PPP, US$) per capita, 2009	953.0
Real GDP growth (percent), 2009	9.9
Environmental Performance Index, 2010 (out of 163 economies)	141

Travel & Tourism indicators

T&T industry, 2010 estimates		Percent of total	2011–2020 annual growth (%, forecast)
GDP (US$ millions)	1,220	4.3	4.1
Employment (1,000 jobs)	775	3.3	0.8
T&T economy, 2010 estimates			
GDP (US$ millions)	2,510	8.9	4.4
Employment (1,000 jobs)	1,626	6.9	1.1

Source: World Travel & Tourism Council, TSA Research 2010

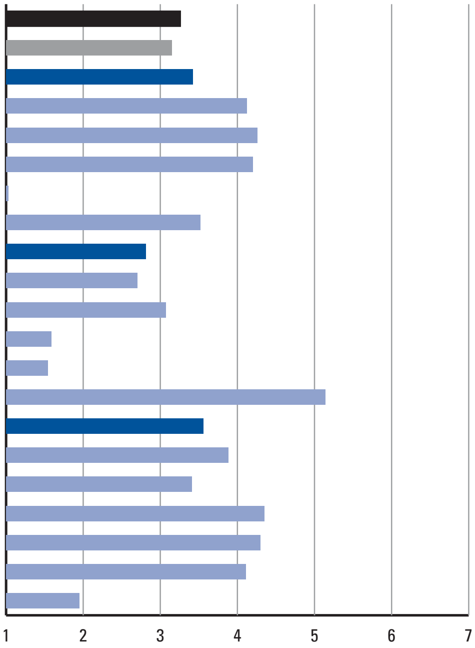
International tourist arrivals (thousands), 2008	330.2
International tourism receipts (US$ millions), 2009	329.0



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**122**	**3.3**
2009 Index	123	3.1
T&T regulatory framework	**132**	**3.4**
Policy rules and regulations	93	4.1
Environmental sustainability	87	4.3
Safety and security	102	4.2
Health and hygiene	139	1.0
Prioritization of Travel & Tourism	119	3.5
T&T business environment and infrastructure	**114**	**2.8**
Air transport infrastructure	87	2.7
Ground transport infrastructure	98	3.1
Tourism infrastructure	128	1.6
ICT infrastructure	138	1.5
Price competitiveness in the T&T industry	23	5.1
T&T human, cultural, and natural resources	**97**	**3.6**
Human resources	123	3.9
Education and training	125	3.4
Availability of qualified labor	124	4.4
Affinity for Travel & Tourism	107	4.3
Natural resources	37	4.1
Cultural resources	84	2.0



Note: For descriptions of variables and detailed sources, please refer to “How to the Read Country/Economy Profiles.”

Ethiopia

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	125
1.02	Property rights	60
1.03	Business impact of rules on FDI	79
1.04	Visa requirements*	136
1.05	Openness of bilateral Air Service Agreements*	57
1.06	Transparency of government policymaking	100
1.07	Time required to start a business*	**35**
1.08	Cost to start a business*	79
1.09	GATS commitments*	n/a
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	77
2.02	Enforcement of environmental regulation	70
2.03	Sustainability of T&T industry development	77
2.04	Carbon dioxide emissions*	**6**
2.05	Particulate matter concentration*	109
2.06	Threatened species*	87
2.07	Environmental treaty ratification*	125
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	100
3.02	Reliability of police services	59
3.03	Business costs of crime and violence	54
3.04	Road traffic accidents*	128
	4th pillar: Health and hygiene	
4.01	Physician density*	136
4.02	Access to improved sanitation*	129
4.03	Access to improved drinking water*	135
4.04	Hospital beds*	136
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	93
5.02	T&T government expenditure*	98
5.03	Effectiveness of marketing and branding	89
5.04	Comprehensiveness of annual T&T data*	123
5.05	Timeliness of providing monthly/quarterly T&T data*	109
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	**48**
6.02	Available seat kilometers, domestic*	59
6.03	Available seat kilometers, international*	67
6.04	Departures per 1,000 population*	104
6.05	Airport density*	117
6.06	Number of operating airlines*	108
6.07	International air transport network	**47**
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	60
7.02	Quality of railroad infrastructure	103
7.03	Quality of port infrastructure	60
7.04	Quality of ground transport network	86
7.05	Road density*	132

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	133
8.02	Presence of major car rental companies*	112
8.03	ATMs accepting Visa cards*	136
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	134
9.02	Internet users*	136
9.03	Telephone lines*	125
9.04	Broadband Internet subscribers*	136
9.05	Mobile telephone subscribers*	139
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	**29**
10.02	Purchasing power parity*	**6**
10.03	Extent and effect of taxation	62
10.04	Fuel price levels*	54
10.05	Hotel price index*	**46**
	11th pillar: Human resources	
11.01	Primary education enrollment*	119
11.02	Secondary education enrollment*	124
11.03	Quality of the educational system	60
11.04	Local availability of research and training services	122
11.05	Extent of staff training	122
11.06	Hiring and firing practices	84
11.07	Ease of hiring foreign labor	115
11.08	HIV prevalence*	115
11.09	Business impact of HIV/AIDS	124
11.10	Life expectancy*	118
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	127
12.02	Attitude of population toward foreign visitors	**50**
12.03	Extension of business trips recommended	86
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	**43**
13.02	Protected areas*	**25**
13.03	Quality of the natural environment	79
13.04	Total known species*	**27**
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	**38**
14.02	Sports stadiums*	134
14.03	Number of international fairs and exhibitions*	82
14.04	Creative industries exports*	113

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Finland

Key indicators

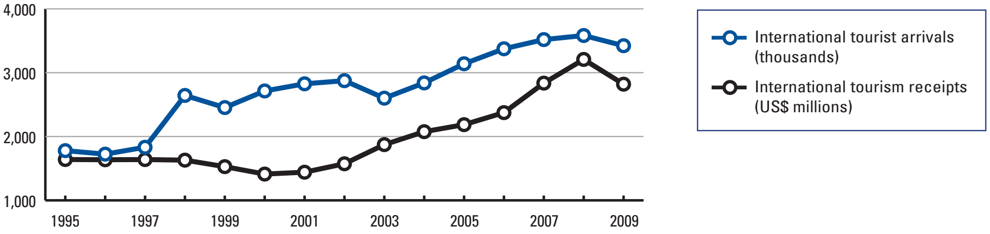
Population (millions), 2009	5.3
Surface area (1,000 square kilometers)	338.4
Gross domestic product (US$ billions), 2009	238.6
Gross domestic product (PPP, US$) per capita, 2009	33,444.7
Real GDP growth (percent), 2009	–8.0
Environmental Performance Index, 2010 (out of 163 economies)	12

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	6,631	2.6	3.6
Employment (1,000 jobs)	60	2.5	3.3
T&T economy, 2010 estimates			
GDP (US$ millions)	17,763	6.9	3.8
Employment (1,000 jobs)	166	7.0	2.8

Source: World Travel & Tourism Council, TSA Research 2010

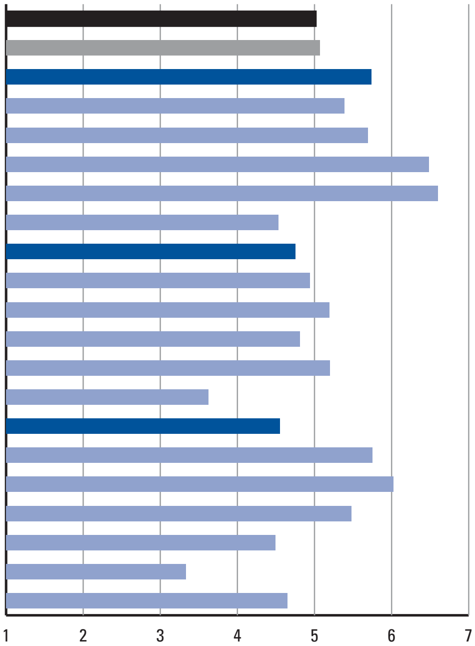
International tourist arrivals (thousands), 2009	3,423.0
International tourism receipts (US$ millions), 2009	2,820.2



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**17**	**5.0**
2009 Index	15	5.1
T&T regulatory framework	**5**	**5.7**
Policy rules and regulations	5	5.4
Environmental sustainability	7	5.7
Safety and security	1	6.5
Health and hygiene	12	6.6
Prioritization of Travel & Tourism	65	4.5
T&T business environment and infrastructure	**30**	**4.8**
Air transport infrastructure	16	4.9
Ground transport infrastructure	21	5.2
Tourism infrastructure	42	4.8
ICT infrastructure	17	5.2
Price competitiveness in the T&T industry	128	3.6
T&T human, cultural, and natural resources	**25**	**4.6**
Human resources	7	5.7
Education and training	5	6.0
Availability of qualified labor	18	5.5
Affinity for Travel & Tourism	83	4.5
Natural resources	66	3.3
Cultural resources	26	4.7



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Finland

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	23
1.02	Property rights	**2**
1.03	Business impact of rules on FDI	41
1.04	Visa requirements*	42
1.05	Openness of bilateral Air Service Agreements*	36
1.06	Transparency of government policymaking	**8**
1.07	Time required to start a business*	57
1.08	Cost to start a business*	**15**
1.09	GATS commitments*	**5**
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	**5**
2.02	Enforcement of environmental regulation	**6**
2.03	Sustainability of T&T industry development	26
2.04	Carbon dioxide emissions*	123
2.05	Particulate matter concentration*	18
2.06	Threatened species*	**9**
2.07	Environmental treaty ratification*	**10**
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	**8**
3.02	Reliability of police services	**1**
3.03	Business costs of crime and violence	**10**
3.04	Road traffic accidents*	**13**
	4th pillar: Health and hygiene	
4.01	Physician density*	26
4.02	Access to improved sanitation*	**1**
4.03	Access to improved drinking water*	**1**
4.04	Hospital beds*	17
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	102
5.02	T&T government expenditure*	80
5.03	Effectiveness of marketing and branding	86
5.04	Comprehensiveness of annual T&T data*	**1**
5.05	Timeliness of providing monthly/quarterly T&T data*	46
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	**15**
6.02	Available seat kilometers, domestic*	40
6.03	Available seat kilometers, international*	42
6.04	Departures per 1,000 population*	**15**
6.05	Airport density*	**11**
6.06	Number of operating airlines*	52
6.07	International air transport network	**15**
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	**13**
7.02	Quality of railroad infrastructure	**7**
7.03	Quality of port infrastructure	**6**
7.04	Quality of ground transport network	**8**
7.05	Road density*	79

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	29
8.02	Presence of major car rental companies*	40
8.03	ATMs accepting Visa cards*	63
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	19
9.02	Internet users*	**8**
9.03	Telephone lines*	48
9.04	Broadband Internet subscribers*	**15**
9.05	Mobile telephone subscribers*	**15**
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	38
10.02	Purchasing power parity*	135
10.03	Extent and effect of taxation	114
10.04	Fuel price levels*	125
10.05	Hotel price index*	60
	11th pillar: Human resources	
11.01	Primary education enrollment*	48
11.02	Secondary education enrollment*	**9**
11.03	Quality of the educational system	**6**
11.04	Local availability of research and training services	**7**
11.05	Extent of staff training	**9**
11.06	Hiring and firing practices	73
11.07	Ease of hiring foreign labor	43
11.08	HIV prevalence*	20
11.09	Business impact of HIV/AIDS	**6**
11.10	Life expectancy*	**15**
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	101
12.02	Attitude of population toward foreign visitors	32
12.03	Extension of business trips recommended	84
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	43
13.02	Protected areas*	74
13.03	Quality of the natural environment	**4**
13.04	Total known species*	119
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	44
14.02	Sports stadiums*	**15**
14.03	Number of international fairs and exhibitions*	20
14.04	Creative industries exports*	37

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

France

Key indicators

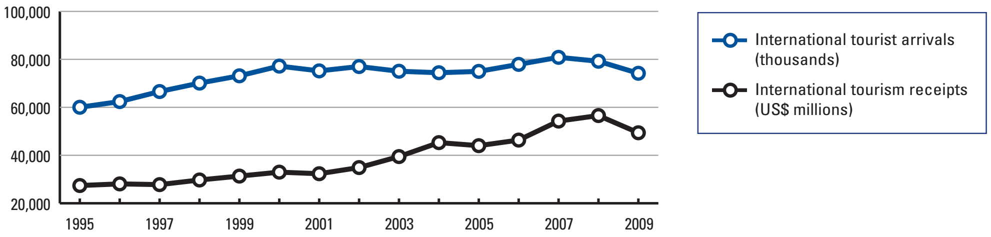
Population (millions), 2009	62.6
Surface area (1,000 square kilometers)	549.2
Gross domestic product (US$ billions), 2009	2,656.4
Gross domestic product (PPP, US$) per capita, 2009	33,434.3
Real GDP growth (percent), 2009	–2.5
Environmental Performance Index, 2010 (out of 163 economies)	7

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	107,602	3.7	2.3
Employment (1,000 jobs)	1,095	4.3	1.2
T&T economy, 2010 estimates			
GDP (US$ millions)	284,584	9.7	2.3
Employment (1,000 jobs)	2,847	11.2	1.0

Source: World Travel & Tourism Council, TSA Research 2010

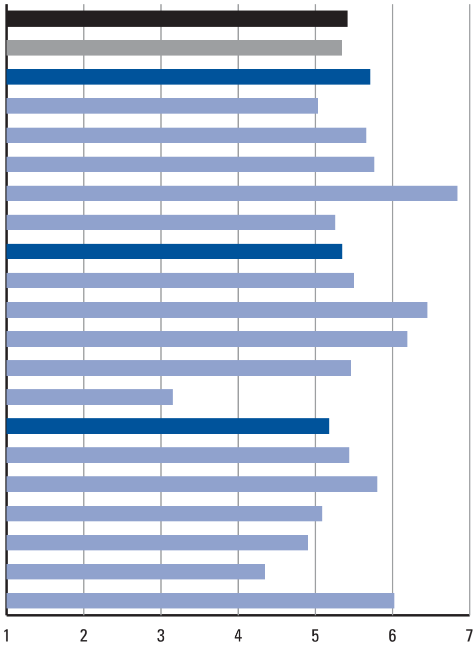
International tourist arrivals (thousands), 2009	74,200.0
International tourism receipts (US$ millions), 2009	49,398.2



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**3**	**5.4**
2009 Index	4	5.3
T&T regulatory framework	**7**	**5.7**
Policy rules and regulations	22	5.0
Environmental sustainability	9	5.7
Safety and security	20	5.8
Health and hygiene	5	6.8
Prioritization of Travel & Tourism	28	5.3
T&T business environment and infrastructure	**8**	**5.3**
Air transport infrastructure	6	5.5
Ground transport infrastructure	4	6.5
Tourism infrastructure	18	6.2
ICT infrastructure	12	5.5
Price competitiveness in the T&T industry	138	3.2
T&T human, cultural, and natural resources	**9**	**5.2**
Human resources	26	5.4
Education and training	14	5.8
Availability of qualified labor	68	5.1
Affinity for Travel & Tourism	40	4.9
Natural resources	31	4.3
Cultural resources	10	6.0



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

France

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	16
1.02	Property rights	16
1.03	Business impact of rules on FDI	62
1.04	Visa requirements*	42
1.05	Openness of bilateral Air Service Agreements*	74
1.06	Transparency of government policymaking	28
1.07	Time required to start a business*	21
1.08	Cost to start a business*	13
1.09	GATS commitments*	60
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	21
2.02	Enforcement of environmental regulation	25
2.03	Sustainability of T&T industry development	14
2.04	Carbon dioxide emissions*	89
2.05	Particulate matter concentration*	**5**
2.06	Threatened species*	46
2.07	Environmental treaty ratification*	**10**
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	74
3.02	Reliability of police services	27
3.03	Business costs of crime and violence	42
3.04	Road traffic accidents*	14
	4th pillar: Health and hygiene	
4.01	Physician density*	14
4.02	Access to improved sanitation*	**1**
4.03	Access to improved drinking water*	**1**
4.04	Hospital beds*	15
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	17
5.02	T&T government expenditure*	79
5.03	Effectiveness of marketing and branding	23
5.04	Comprehensiveness of annual T&T data*	**1**
5.05	Timeliness of providing monthly/quarterly T&T data*	12
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	**9**
6.02	Available seat kilometers, domestic*	13
6.03	Available seat kilometers, international*	**4**
6.04	Departures per 1,000 population*	29
6.05	Airport density*	48
6.06	Number of operating airlines*	**2**
6.07	International air transport network	**7**
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	**2**
7.02	Quality of railroad infrastructure	**4**
7.03	Quality of port infrastructure	12
7.04	Quality of ground transport network	**5**
7.05	Road density*	16

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	32
8.02	Presence of major car rental companies*	**1**
8.03	ATMs accepting Visa cards*	**9**
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	21
9.02	Internet users*	23
9.03	Telephone lines*	**7**
9.04	Broadband Internet subscribers*	**9**
9.05	Mobile telephone subscribers*	68
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	126
10.02	Purchasing power parity*	131
10.03	Extent and effect of taxation	108
10.04	Fuel price levels*	120
10.05	Hotel price index*	97
	11th pillar: Human resources	
11.01	Primary education enrollment*	23
11.02	Secondary education enrollment*	**7**
11.03	Quality of the educational system	29
11.04	Local availability of research and training services	**5**
11.05	Extent of staff training	30
11.06	Hiring and firing practices	125
11.07	Ease of hiring foreign labor	96
11.08	HIV prevalence*	79
11.09	Business impact of HIV/AIDS	51
11.10	Life expectancy*	**7**
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	97
12.02	Attitude of population toward foreign visitors	82
12.03	Extension of business trips recommended	**1**
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	**10**
13.02	Protected areas*	46
13.03	Quality of the natural environment	29
13.04	Total known species*	69
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	**4**
14.02	Sports stadiums*	48
14.03	Number of international fairs and exhibitions*	**5**
14.04	Creative industries exports*	**7**

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Gambia, The

Key indicators

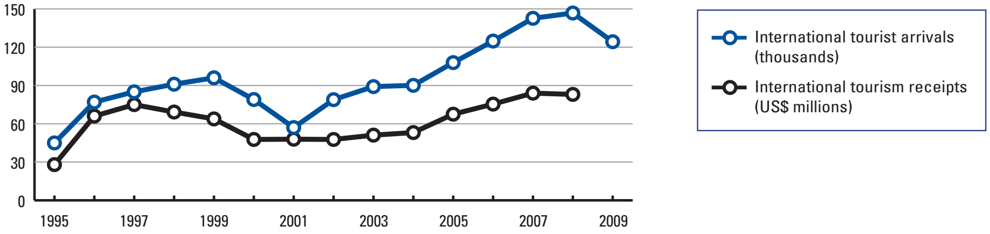
Population (millions), 2009	1.7
Surface area (1,000 square kilometers)	11.3
Gross domestic product (US$ billions), 2009	1.0
Gross domestic product (PPP, US$) per capita, 2009	1,911.4
Real GDP growth (percent), 2009	5.6
Environmental Performance Index, 2010 (out of 163 economies)	116

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	55	5.1	5.2
Employment (1,000 jobs)	27	4.1	2.9
T&T economy, 2010 estimates			
GDP (US$ millions)	132	12.3	5.5
Employment (1,000 jobs)	67	9.9	3.2

Source: World Travel & Tourism Council, TSA Research 2010

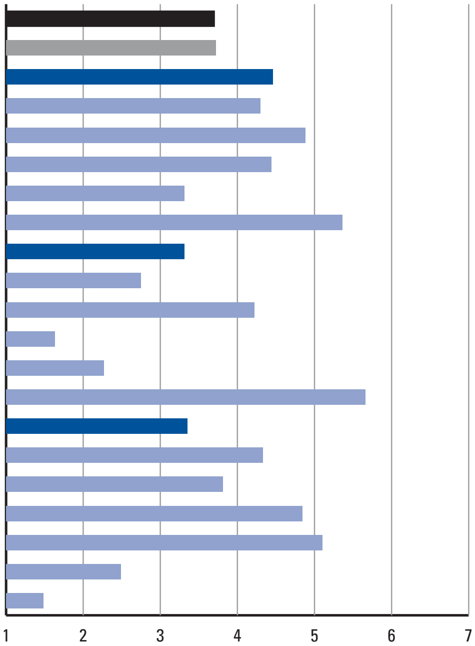
International tourist arrivals (thousands), 2009	124.3
International tourism receipts (US$ millions), 2008	83.0



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**92**	**3.7**
2009 Index	87	3.7
T&T regulatory framework	**76**	**4.5**
Policy rules and regulations	86	4.3
Environmental sustainability	44	4.9
Safety and security	88	4.4
Health and hygiene	103	3.3
Prioritization of Travel & Tourism	26	5.4
T&T business environment and infrastructure	**90**	**3.3**
Air transport infrastructure	82	2.7
Ground transport infrastructure	52	4.2
Tourism infrastructure	127	1.6
ICT infrastructure	108	2.3
Price competitiveness in the T&T industry	2	5.7
T&T human, cultural, and natural resources	**117**	**3.3**
Human resources	107	4.3
Education and training	116	3.8
Availability of qualified labor	94	4.8
Affinity for Travel & Tourism	30	5.1
Natural resources	106	2.5
Cultural resources	116	1.5



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Gambia, The

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	**31**
1.02	Property rights	**39**
1.03	Business impact of rules on FDI	**24**
1.04	Visa requirements*	**29**
1.05	Openness of bilateral Air Service Agreements*	78
1.06	Transparency of government policymaking	**30**
1.07	Time required to start a business*	90
1.08	Cost to start a business*	135
1.09	GATS commitments*	**17**
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	**44**
2.02	Enforcement of environmental regulation	**34**
2.03	Sustainability of T&T industry development	**13**
2.04	Carbon dioxide emissions*	**15**
2.05	Particulate matter concentration*	120
2.06	Threatened species*	**28**
2.07	Environmental treaty ratification*	81
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	71
3.02	Reliability of police services	**38**
3.03	Business costs of crime and violence	51
3.04	Road traffic accidents*	131
	4th pillar: Health and hygiene	
4.01	Physician density*	132
4.02	Access to improved sanitation*	94
4.03	Access to improved drinking water*	77
4.04	Hospital beds*	104
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	**15**
5.02	T&T government expenditure*	**9**
5.03	Effectiveness of marketing and branding	**28**
5.04	Comprehensiveness of annual T&T data*	111
5.05	Timeliness of providing monthly/quarterly T&T data*	109
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	61
6.02	Available seat kilometers, domestic*	103
6.03	Available seat kilometers, international*	127
6.04	Departures per 1,000 population*	n/a
6.05	Airport density*	75
6.06	Number of operating airlines*	117
6.07	International air transport network	78
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	51
7.02	Quality of railroad infrastructure	n/a
7.03	Quality of port infrastructure	**40**
7.04	Quality of ground transport network	**30**
7.05	Road density*	67

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	73
8.02	Presence of major car rental companies*	125
8.03	ATMs accepting Visa cards*	127
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	87
9.02	Internet users*	110
9.03	Telephone lines*	112
9.04	Broadband Internet subscribers*	131
9.05	Mobile telephone subscribers*	86
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	**44**
10.02	Purchasing power parity*	**1**
10.03	Extent and effect of taxation	60
10.04	Fuel price levels*	**35**
10.05	Hotel price index*	**1**
	11th pillar: Human resources	
11.01	Primary education enrollment*	131
11.02	Secondary education enrollment*	114
11.03	Quality of the educational system	**33**
11.04	Local availability of research and training services	72
11.05	Extent of staff training	**32**
11.06	Hiring and firing practices	**28**
11.07	Ease of hiring foreign labor	**30**
11.08	HIV prevalence*	120
11.09	Business impact of HIV/AIDS	90
11.10	Life expectancy*	116
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	**24**
12.02	Attitude of population toward foreign visitors	**45**
12.03	Extension of business trips recommended	73
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	75
13.02	Protected areas*	124
13.03	Quality of the natural environment	52
13.04	Total known species*	60
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	73
14.02	Sports stadiums*	109
14.03	Number of international fairs and exhibitions*	122
14.04	Creative industries exports*	126

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Georgia

Key indicators

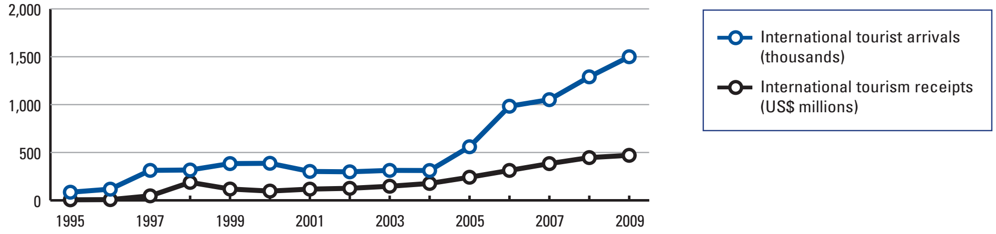
Population (millions), 2009	4.3
Surface area (1,000 square kilometers)	69.7
Gross domestic product (US$ billions), 2009	10.7
Gross domestic product (PPP, US$) per capita, 2009	4,753.6
Real GDP growth (percent), 2009	–3.9
Environmental Performance Index, 2010 (out of 163 economies)	59

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	n/a	n/a	n/a
Employment (1,000 jobs)	n/a	n/a	n/a
T&T economy, 2010 estimates			
GDP (US$ millions)	n/a	n/a	n/a
Employment (1,000 jobs)	n/a	n/a	n/a

Source: World Travel & Tourism Council, TSA Research 2010

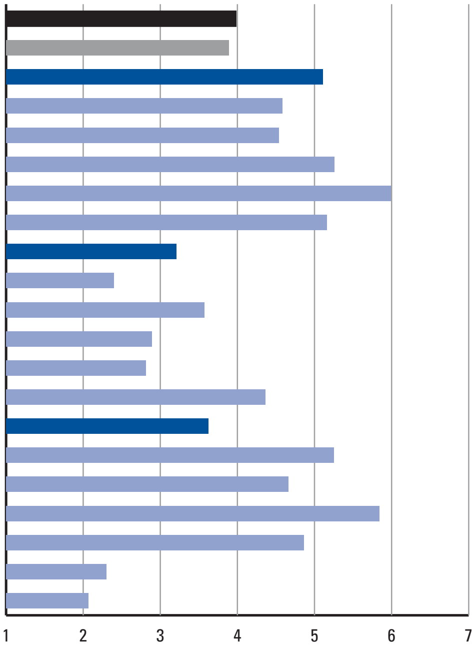
International tourist arrivals (thousands), 2009	1,500.0
International tourism receipts (US$ millions), 2009	470.3



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**73**	**4.0**
2009 Index	73	3.9
T&T regulatory framework	**35**	**5.1**
Policy rules and regulations	54	4.6
Environmental sustainability	69	4.5
Safety and security	47	5.3
Health and hygiene	31	6.0
Prioritization of Travel & Tourism	31	5.2
T&T business environment and infrastructure	**94**	**3.2**
Air transport infrastructure	105	2.4
Ground transport infrastructure	69	3.6
Tourism infrastructure	87	2.9
ICT infrastructure	82	2.8
Price competitiveness in the T&T industry	91	4.4
T&T human, cultural, and natural resources	**92**	**3.6**
Human resources	30	5.2
Education and training	69	4.7
Availability of qualified labor	7	5.8
Affinity for Travel & Tourism	46	4.9
Natural resources	120	2.3
Cultural resources	80	2.1



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Georgia

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	89
1.02	Property rights	120
1.03	Business impact of rules on FDI	**44**
1.04	Visa requirements*	**28**
1.05	Openness of bilateral Air Service Agreements*	121
1.06	Transparency of government policymaking	**33**
1.07	Time required to start a business*	**3**
1.08	Cost to start a business*	**44**
1.09	GATS commitments*	72
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	95
2.02	Enforcement of environmental regulation	78
2.03	Sustainability of T&T industry development	80
2.04	Carbon dioxide emissions*	**43**
2.05	Particulate matter concentration*	90
2.06	Threatened species*	83
2.07	Environmental treaty ratification*	81
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	61
3.02	Reliability of police services	**45**
3.03	Business costs of crime and violence	**41**
3.04	Road traffic accidents*	73
	4th pillar: Health and hygiene	
4.01	Physician density*	**2**
4.02	Access to improved sanitation*	**50**
4.03	Access to improved drinking water*	51
4.04	Hospital beds*	55
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	**44**
5.02	T&T government expenditure*	n/a
5.03	Effectiveness of marketing and branding	90
5.04	Comprehensiveness of annual T&T data*	93
5.05	Timeliness of providing monthly/quarterly T&T data*	**12**
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	86
6.02	Available seat kilometers, domestic*	101
6.03	Available seat kilometers, international*	109
6.04	Departures per 1,000 population*	91
6.05	Airport density*	68
6.06	Number of operating airlines*	90
6.07	International air transport network	103
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	65
7.02	Quality of railroad infrastructure	**41**
7.03	Quality of port infrastructure	75
7.04	Quality of ground transport network	87
7.05	Road density*	70

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	85
8.02	Presence of major car rental companies*	112
8.03	ATMs accepting Visa cards*	**49**
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	90
9.02	Internet users*	72
9.03	Telephone lines*	84
9.04	Broadband Internet subscribers*	76
9.05	Mobile telephone subscribers*	102
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	104
10.02	Purchasing power parity*	51
10.03	Extent and effect of taxation	**24**
10.04	Fuel price levels*	66
10.05	Hotel price index*	109
	11th pillar: Human resources	
11.01	Primary education enrollment*	**6**
11.02	Secondary education enrollment*	**11**
11.03	Quality of the educational system	119
11.04	Local availability of research and training services	125
11.05	Extent of staff training	108
11.06	Hiring and firing practices	**9**
11.07	Ease of hiring foreign labor	**3**
11.08	HIV prevalence*	**20**
11.09	Business impact of HIV/AIDS	70
11.10	Life expectancy*	74
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	**49**
12.02	Attitude of population toward foreign visitors	**17**
12.03	Extension of business trips recommended	75
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	75
13.02	Protected areas*	111
13.03	Quality of the natural environment	65
13.04	Total known species*	99
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	62
14.02	Sports stadiums*	**46**
14.03	Number of international fairs and exhibitions*	114
14.04	Creative industries exports*	111

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Germany

Key indicators

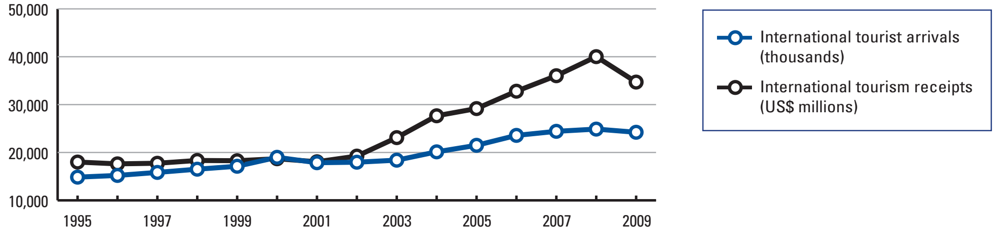
Population (millions), 2009	81.9
Surface area (1,000 square kilometers)	357.1
Gross domestic product (US$ billions), 2009	3,338.7
Gross domestic product (PPP, US$) per capita, 2009	34,387.7
Real GDP growth (percent), 2009	–4.7
Environmental Performance Index, 2010 (out of 163 economies)	17

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	79,091	2.2	2.2
Employment (1,000 jobs)	940	2.3	0.6
T&T economy, 2010 estimates			
GDP (US$ millions)	273,350	7.6	2.7
Employment (1,000 jobs)	3,191	8.0	1.0

Source: World Travel & Tourism Council, TSA Research 2010

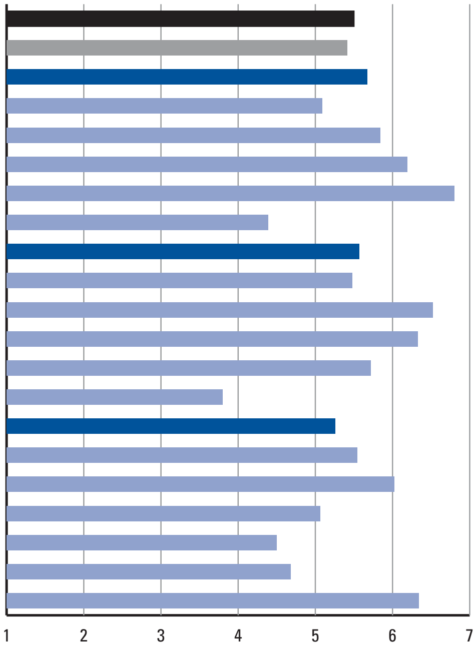
International tourist arrivals (thousands), 2009	24,223.5
International tourism receipts (US$ millions), 2009	34,709.4



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**2**	**5.5**
2009 Index	3	5.4
T&T regulatory framework	**12**	**5.7**
Policy rules and regulations	20	5.1
Environmental sustainability	4	5.8
Safety and security	9	6.2
Health and hygiene	7	6.8
Prioritization of Travel & Tourism	83	4.4
T&T business environment and infrastructure	**2**	**5.6**
Air transport infrastructure	7	5.5
Ground transport infrastructure	3	6.5
Tourism infrastructure	15	6.3
ICT infrastructure	7	5.7
Price competitiveness in the T&T industry	125	3.8
T&T human, cultural, and natural resources	**5**	**5.3**
Human resources	19	5.5
Education and training	6	6.0
Availability of qualified labor	75	5.1
Affinity for Travel & Tourism	81	4.5
Natural resources	18	4.7
Cultural resources	4	6.3



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Germany

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	36
1.02	Property rights	**8**
1.03	Business impact of rules on FDI	63
1.04	Visa requirements*	42
1.05	Openness of bilateral Air Service Agreements*	16
1.06	Transparency of government policymaking	13
1.07	Time required to start a business*	62
1.08	Cost to start a business*	43
1.09	GATS commitments*	65
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	**1**
2.02	Enforcement of environmental regulation	**1**
2.03	Sustainability of T&T industry development	51
2.04	Carbon dioxide emissions*	112
2.05	Particulate matter concentration*	20
2.06	Threatened species*	29
2.07	Environmental treaty ratification*	**1**
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	56
3.02	Reliability of police services	12
3.03	Business costs of crime and violence	23
3.04	Road traffic accidents*	11
	4th pillar: Health and hygiene	
4.01	Physician density*	22
4.02	Access to improved sanitation*	**1**
4.03	Access to improved drinking water*	**1**
4.04	Hospital beds*	**5**
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	107
5.02	T&T government expenditure*	108
5.03	Effectiveness of marketing and branding	51
5.04	Comprehensiveness of annual T&T data*	58
5.05	Timeliness of providing monthly/quarterly T&T data*	12
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	**3**
6.02	Available seat kilometers, domestic*	15
6.03	Available seat kilometers, international*	**3**
6.04	Departures per 1,000 population*	27
6.05	Airport density*	90
6.06	Number of operating airlines*	**4**
6.07	International air transport network	**3**
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	**5**
7.02	Quality of railroad infrastructure	**5**
7.03	Quality of port infrastructure	**5**
7.04	Quality of ground transport network	**3**
7.05	Road density*	14

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	25
8.02	Presence of major car rental companies*	**1**
8.03	ATMs accepting Visa cards*	17
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	22
9.02	Internet users*	13
9.03	Telephone lines*	**5**
9.04	Broadband Internet subscribers*	11
9.05	Mobile telephone subscribers*	27
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	75
10.02	Purchasing power parity*	126
10.03	Extent and effect of taxation	90
10.04	Fuel price levels*	123
10.05	Hotel price index*	49
	11th pillar: Human resources	
11.01	Primary education enrollment*	33
11.02	Secondary education enrollment*	21
11.03	Quality of the educational system	18
11.04	Local availability of research and training services	**2**
11.05	Extent of staff training	**8**
11.06	Hiring and firing practices	133
11.07	Ease of hiring foreign labor	81
11.08	HIV prevalence*	20
11.09	Business impact of HIV/AIDS	12
11.10	Life expectancy*	15
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	91
12.02	Attitude of population toward foreign visitors	64
12.03	Extension of business trips recommended	76
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	24
13.02	Protected areas*	**3**
13.03	Quality of the natural environment	**10**
13.04	Total known species*	84
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	**6**
14.02	Sports stadiums*	27
14.03	Number of international fairs and exhibitions*	**2**
14.04	Creative industries exports*	**3**

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Ghana

Key indicators

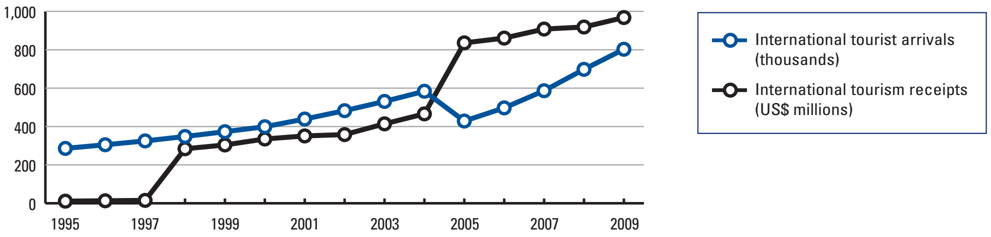
Population (millions), 2009	23.8
Surface area (1,000 square kilometers)	238.5
Gross domestic product (US$ billions), 2009	15.3
Gross domestic product (PPP, US$) per capita, 2009	1,557.8
Real GDP growth (percent), 2009	4.1
Environmental Performance Index, 2010 (out of 163 economies)	109

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	517	2.8	7.1
Employment (1,000 jobs)	121	2.3	3.6
T&T economy, 2010 estimates			
GDP (US$ millions)	1,218	6.7	6.6
Employment (1,000 jobs)	288	5.4	3.2

Source: World Travel & Tourism Council, TSA Research 2010

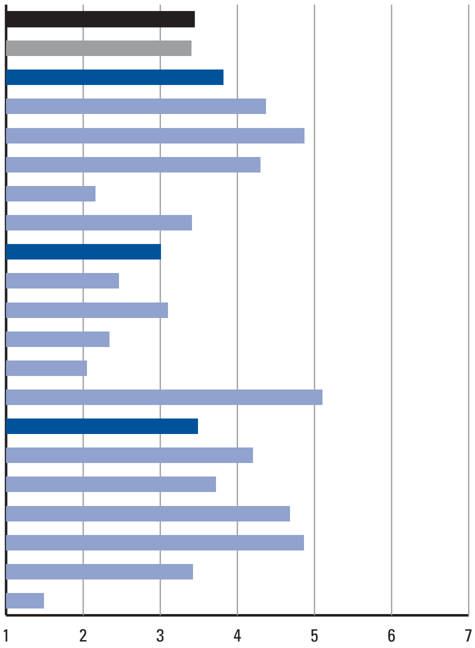
International tourist arrivals (thousands), 2009	802.8
International tourism receipts (US$ millions), 2009	968.0



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**108**	**3.4**
2009 Index	110	3.4
T&T regulatory framework	**115**	**3.8**
Policy rules and regulations	72	4.4
Environmental sustainability	47	4.9
Safety and security	98	4.3
Health and hygiene	123	2.2
Prioritization of Travel & Tourism	123	3.4
T&T business environment and infrastructure	**105**	**3.0**
Air transport infrastructure	101	2.5
Ground transport infrastructure	94	3.1
Tourism infrastructure	102	2.3
ICT infrastructure	114	2.0
Price competitiveness in the T&T industry	26	5.1
T&T human, cultural, and natural resources	**104**	**3.5**
Human resources	114	4.2
Education and training	119	3.7
Availability of qualified labor	109	4.7
Affinity for Travel & Tourism	45	4.9
Natural resources	57	3.4
Cultural resources	115	1.5



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Ghana

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	55
1.02	Property rights	76
1.03	Business impact of rules on FDI	56
1.04	Visa requirements*	114
1.05	Openness of bilateral Air Service Agreements*	60
1.06	Transparency of government policymaking	99
1.07	Time required to start a business*	**46**
1.08	Cost to start a business*	96
1.09	GATS commitments*	**31**
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	89
2.02	Enforcement of environmental regulation	90
2.03	Sustainability of T&T industry development	86
2.04	Carbon dioxide emissions*	**21**
2.05	Particulate matter concentration*	65
2.06	Threatened species*	**49**
2.07	Environmental treaty ratification*	**46**
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	60
3.02	Reliability of police services	70
3.03	Business costs of crime and violence	102
3.04	Road traffic accidents*	110
	4th pillar: Health and hygiene	
4.01	Physician density*	122
4.02	Access to improved sanitation*	128
4.03	Access to improved drinking water*	103
4.04	Hospital beds*	112
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	99
5.02	T&T government expenditure*	67
5.03	Effectiveness of marketing and branding	100
5.04	Comprehensiveness of annual T&T data*	126
5.05	Timeliness of providing monthly/quarterly T&T data*	123
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	85
6.02	Available seat kilometers, domestic*	80
6.03	Available seat kilometers, international*	78
6.04	Departures per 1,000 population*	114
6.05	Airport density*	128
6.06	Number of operating airlines*	72
6.07	International air transport network	70
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	86
7.02	Quality of railroad infrastructure	106
7.03	Quality of port infrastructure	59
7.04	Quality of ground transport network	89
7.05	Road density*	76

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	108
8.02	Presence of major car rental companies*	80
8.03	ATMs accepting Visa cards*	110
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	104
9.02	Internet users*	117
9.03	Telephone lines*	124
9.04	Broadband Internet subscribers*	113
9.05	Mobile telephone subscribers*	104
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	107
10.02	Purchasing power parity*	**22**
10.03	Extent and effect of taxation	**40**
10.04	Fuel price levels*	52
10.05	Hotel price index*	**9**
	11th pillar: Human resources	
11.01	Primary education enrollment*	127
11.02	Secondary education enrollment*	109
11.03	Quality of the educational system	71
11.04	Local availability of research and training services	98
11.05	Extent of staff training	77
11.06	Hiring and firing practices	57
11.07	Ease of hiring foreign labor	87
11.08	HIV prevalence*	119
11.09	Business impact of HIV/AIDS	109
11.10	Life expectancy*	111
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	**21**
12.02	Attitude of population toward foreign visitors	**47**
12.03	Extension of business trips recommended	123
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	75
13.02	Protected areas*	**48**
13.03	Quality of the natural environment	75
13.04	Total known species*	**33**
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	89
14.02	Sports stadiums*	100
14.03	Number of international fairs and exhibitions*	71
14.04	Creative industries exports*	116

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Greece

Key indicators

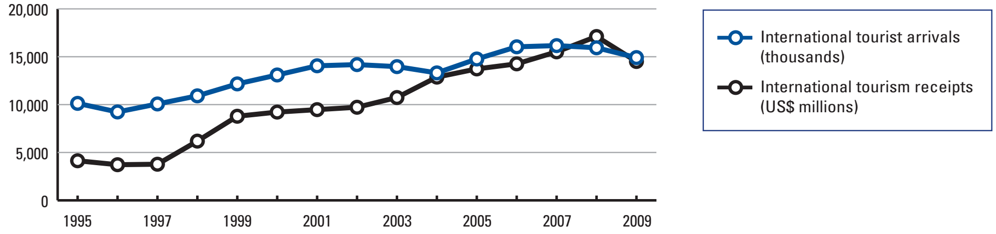
Population (millions), 2009	11.3
Surface area (1,000 square kilometers)	132.0
Gross domestic product (US$ billions), 2009	330.8
Gross domestic product (PPP, US$) per capita, 2009	29,839.2
Real GDP growth (percent), 2009	–2.0
Environmental Performance Index, 2010 (out of 163 economies)	71

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	22,775	7.0	3.6
Employment (1,000 jobs)	418	10.0	1.4
T&T economy, 2010 estimates			
GDP (US$ millions)	50,183	15.5	3.5
Employment (1,000 jobs)	785	18.8	1.6

Source: World Travel & Tourism Council, TSA Research 2010

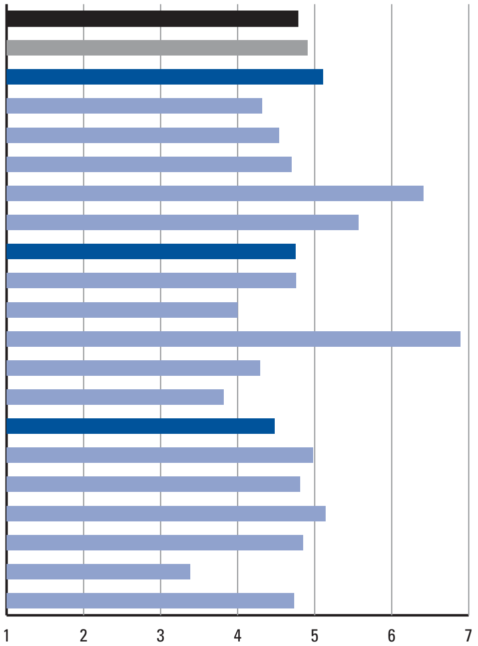
International tourist arrivals (thousands), 2009	14,914.5
International tourism receipts (US$ millions), 2009	14,506.2



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**29**	**4.8**
2009 Index	24	4.9
T&T regulatory framework	**34**	**5.1**
Policy rules and regulations	82	4.3
Environmental sustainability	68	4.5
Safety and security	73	4.7
Health and hygiene	20	6.4
Prioritization of Travel & Tourism	17	5.6
T&T business environment and infrastructure	**29**	**4.8**
Air transport infrastructure	19	4.8
Ground transport infrastructure	61	4.0
Tourism infrastructure	5	6.9
ICT infrastructure	39	4.3
Price competitiveness in the T&T industry	123	3.8
T&T human, cultural, and natural resources	**29**	**4.5**
Human resources	59	5.0
Education and training	62	4.8
Availability of qualified labor	56	5.1
Affinity for Travel & Tourism	47	4.8
Natural resources	61	3.4
Cultural resources	25	4.7



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Greece

The Travel & Tourism Competitiveness Index in detail

1st pillar: Policy rules and regulations

	INDICATOR	RANK/139
1.01	Prevalence of foreign ownership	79
1.02	Property rights	53
1.03	Business impact of rules on FDI	122
1.04	Visa requirements*	42
1.05	Openness of bilateral Air Service Agreements*	52
1.06	Transparency of government policymaking	89
1.07	Time required to start a business*	73
1.08	Cost to start a business*	97
1.09	GATS commitments*	62

2nd pillar: Environmental sustainability

2.01	Stringency of environmental regulation	83
2.02	Enforcement of environmental regulation	99
2.03	Sustainability of T&T industry development	90
2.04	Carbon dioxide emissions*	105
2.05	Particulate matter concentration*	69
2.06	Threatened species*	85
2.07	Environmental treaty ratification*	**1**

3rd pillar: Safety and security

3.01	Business costs of terrorism	94
3.02	Reliability of police services	92
3.03	Business costs of crime and violence	79
3.04	Road traffic accidents*	62

4th pillar: Health and hygiene

4.01	Physician density*	**1**
4.02	Access to improved sanitation*	39
4.03	Access to improved drinking water*	**1**
4.04	Hospital beds*	37

5th pillar: Prioritization of Travel & Tourism

5.01	Government prioritization of the T&T industry	**28**
5.02	T&T government expenditure*	**14**
5.03	Effectiveness of marketing and branding	65
5.04	Comprehensiveness of annual T&T data*	58
5.05	Timeliness of providing monthly/quarterly T&T data*	46

6th pillar: Air transport infrastructure

6.01	Quality of air transport infrastructure	45
6.02	Available seat kilometers, domestic*	35
6.03	Available seat kilometers, international*	33
6.04	Departures per 1,000 population*	32
6.05	Airport density*	**15**
6.06	Number of operating airlines*	**15**
6.07	International air transport network	53

7th pillar: Ground transport infrastructure

7.01	Quality of roads	57
7.02	Quality of railroad infrastructure	64
7.03	Quality of port infrastructure	74
7.04	Quality of ground transport network	48
7.05	Road density*	39

8th pillar: Tourism infrastructure

	INDICATOR	RANK/139
8.01	Hotel rooms*	**4**
8.02	Presence of major car rental companies*	**1**
8.03	ATMs accepting Visa cards*	**20**

9th pillar: ICT infrastructure

9.01	Extent of business Internet use	100
9.02	Internet users*	50
9.03	Telephone lines*	**16**
9.04	Broadband Internet subscribers*	36
9.05	Mobile telephone subscribers*	39

10th pillar: Price competitiveness in the T&T industry

10.01	Ticket taxes and airport charges*	108
10.02	Purchasing power parity*	116
10.03	Extent and effect of taxation	99
10.04	Fuel price levels*	86
10.05	Hotel price index*	93

11th pillar: Human resources

11.01	Primary education enrollment*	**12**
11.02	Secondary education enrollment*	**20**
11.03	Quality of the educational system	118
11.04	Local availability of research and training services	88
11.05	Extent of staff training	105
11.06	Hiring and firing practices	126
11.07	Ease of hiring foreign labor	70
11.08	HIV prevalence*	**20**
11.09	Business impact of HIV/AIDS	**19**
11.10	Life expectancy*	**15**

12th pillar: Affinity for Travel & Tourism

12.01	Tourism openness*	60
12.02	Attitude of population toward foreign visitors	**26**
12.03	Extension of business trips recommended	53

13th pillar: Natural resources

13.01	Number of World Heritage natural sites*	**24**
13.02	Protected areas*	73
13.03	Quality of the natural environment	41
13.04	Total known species*	76

14th pillar: Cultural resources

14.01	Number of World Heritage cultural sites*	**12**
14.02	Sports stadiums*	36
14.03	Number of international fairs and exhibitions*	**19**
14.04	Creative industries exports*	42

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Guatemala

Key indicators

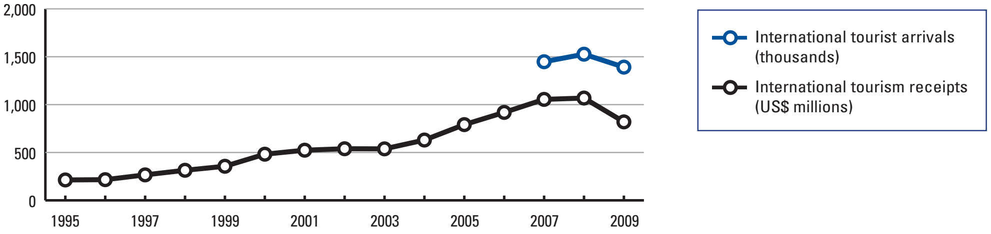
Population (millions), 2009	14.0
Surface area (1,000 square kilometers)	108.9
Gross domestic product (US$ billions), 2009	37.7
Gross domestic product (PPP, US$) per capita, 2009	4,830.8
Real GDP growth (percent), 2009	0.5
Environmental Performance Index, 2010 (out of 163 economies)	104

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	1,174	3.1	4.3
Employment (1,000 jobs)	130	2.7	4.6
T&T economy, 2010 estimates			
GDP (US$ millions)	2,904	7.7	4.2
Employment (1,000 jobs)	316	6.6	4.5

Source: World Travel & Tourism Council, TSA Research 2010

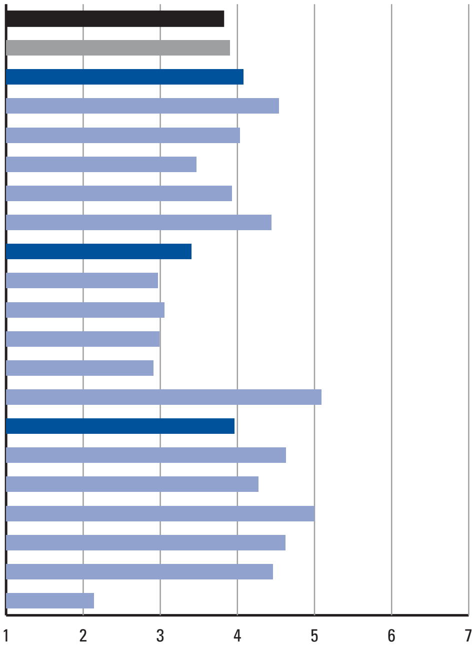
International tourist arrivals (thousands), 2009	1,391.7
International tourism receipts (US$ millions), 2009	819.7



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**86**	**3.8**
2009 Index	70	3.9
T&T regulatory framework	**103**	**4.1**
Policy rules and regulations	57	4.5
Environmental sustainability	118	4.0
Safety and security	131	3.5
Health and hygiene	94	3.9
Prioritization of Travel & Tourism	78	4.4
T&T business environment and infrastructure	**81**	**3.4**
Air transport infrastructure	71	3.0
Ground transport infrastructure	102	3.0
Tourism infrastructure	85	3.0
ICT infrastructure	78	2.9
Price competitiveness in the T&T industry	27	5.1
T&T human, cultural, and natural resources	**58**	**4.0**
Human resources	88	4.6
Education and training	95	4.3
Availability of qualified labor	80	5.0
Affinity for Travel & Tourism	67	4.6
Natural resources	26	4.5
Cultural resources	79	2.1



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Guatemala

The Travel & Tourism Competitiveness Index in detail

1st pillar: Policy rules and regulations

	INDICATOR	RANK/139
1.01	Prevalence of foreign ownership	**40**
1.02	Property rights	102
1.03	Business impact of rules on FDI	95
1.04	Visa requirements*	**22**
1.05	Openness of bilateral Air Service Agreements*	**3**
1.06	Transparency of government policymaking	**46**
1.07	Time required to start a business*	110
1.08	Cost to start a business*	116
1.09	GATS commitments*	55

2nd pillar: Environmental sustainability

	INDICATOR	RANK/139
2.01	Stringency of environmental regulation	103
2.02	Enforcement of environmental regulation	108
2.03	Sustainability of T&T industry development	119
2.04	Carbon dioxide emissions*	**35**
2.05	Particulate matter concentration*	104
2.06	Threatened species*	121
2.07	Environmental treaty ratification*	**46**

3rd pillar: Safety and security

	INDICATOR	RANK/139
3.01	Business costs of terrorism	123
3.02	Reliability of police services	133
3.03	Business costs of crime and violence	139
3.04	Road traffic accidents*	59

4th pillar: Health and hygiene

	INDICATOR	RANK/139
4.01	Physician density*	90
4.02	Access to improved sanitation*	79
4.03	Access to improved drinking water*	68
4.04	Hospital beds*	122

5th pillar: Prioritization of Travel & Tourism

	INDICATOR	RANK/139
5.01	Government prioritization of the T&T industry	112
5.02	T&T government expenditure*	**42**
5.03	Effectiveness of marketing and branding	105
5.04	Comprehensiveness of annual T&T data*	83
5.05	Timeliness of providing monthly/quarterly T&T data*	**12**

6th pillar: Air transport infrastructure

	INDICATOR	RANK/139
6.01	Quality of air transport infrastructure	**49**
6.02	Available seat kilometers, domestic*	84
6.03	Available seat kilometers, international*	96
6.04	Departures per 1,000 population*	n/a
6.05	Airport density*	123
6.06	Number of operating airlines*	97
6.07	International air transport network	**48**

7th pillar: Ground transport infrastructure

	INDICATOR	RANK/139
7.01	Quality of roads	61
7.02	Quality of railroad infrastructure	114
7.03	Quality of port infrastructure	57
7.04	Quality of ground transport network	100
7.05	Road density*	99

8th pillar: Tourism infrastructure

	INDICATOR	RANK/139
8.01	Hotel rooms*	69
8.02	Presence of major car rental companies*	64
8.03	ATMs accepting Visa cards*	98

9th pillar: ICT infrastructure

	INDICATOR	RANK/139
9.01	Extent of business Internet use	**40**
9.02	Internet users*	93
9.03	Telephone lines*	94
9.04	Broadband Internet subscribers*	98
9.05	Mobile telephone subscribers*	**32**

10th pillar: Price competitiveness in the T&T industry

	INDICATOR	RANK/139
10.01	Ticket taxes and airport charges*	**49**
10.02	Purchasing power parity*	67
10.03	Extent and effect of taxation	68
10.04	Fuel price levels*	**44**
10.05	Hotel price index*	**14**

11th pillar: Human resources

	INDICATOR	RANK/139
11.01	Primary education enrollment*	56
11.02	Secondary education enrollment*	110
11.03	Quality of the educational system	126
11.04	Local availability of research and training services	54
11.05	Extent of staff training	56
11.06	Hiring and firing practices	64
11.07	Ease of hiring foreign labor	68
11.08	HIV prevalence*	99
11.09	Business impact of HIV/AIDS	61
11.10	Life expectancy*	92

12th pillar: Affinity for Travel & Tourism

	INDICATOR	RANK/139
12.01	Tourism openness*	90
12.02	Attitude of population toward foreign visitors	102
12.03	Extension of business trips recommended	**25**

13th pillar: Natural resources

	INDICATOR	RANK/139
13.01	Number of World Heritage natural sites*	**43**
13.02	Protected areas*	**8**
13.03	Quality of the natural environment	105
13.04	Total known species*	**28**

14th pillar: Cultural resources

	INDICATOR	RANK/139
14.01	Number of World Heritage cultural sites*	**44**
14.02	Sports stadiums*	84
14.03	Number of international fairs and exhibitions*	71
14.04	Creative industries exports*	74

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Guyana

Key indicators

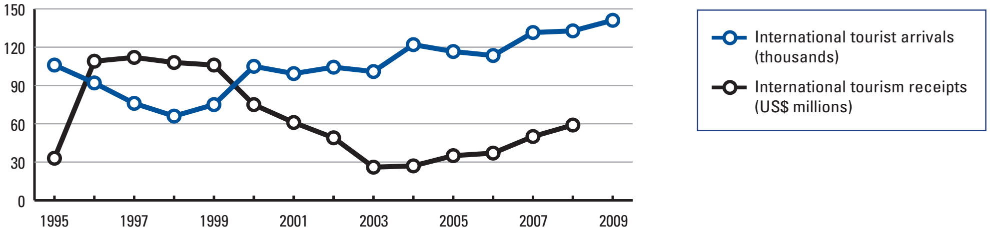
Population (millions), 2009	0.8
Surface area (1,000 square kilometers)	215.0
Gross domestic product (US$ billions), 2009	2.1
Gross domestic product (PPP, US$) per capita, 2009	6,657.6
Real GDP growth (percent), 2009	3.0
Environmental Performance Index, 2010 (out of 163 economies)	82

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	44	3.4	1.5
Employment (1,000 jobs)	9	2.8	–2.0
T&T economy, 2010 estimates			
GDP (US$ millions)	149	11.5	1.9
Employment (1,000 jobs)	29	9.5	–1.6

Source: World Travel & Tourism Council, TSA Research 2010

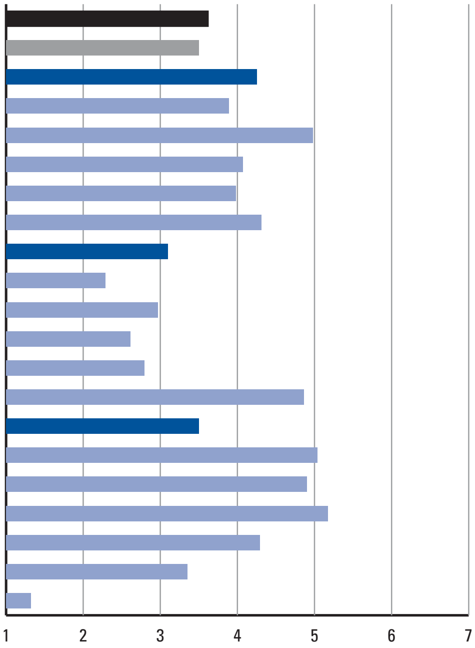
International tourist arrivals (thousands), 2009	141.1
International tourism receipts (US$ millions), 2008	59.0



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**98**	**3.6**
2009 Index	102	3.5
T&T regulatory framework	**91**	**4.2**
Policy rules and regulations	99	3.9
Environmental sustainability	34	5.0
Safety and security	110	4.1
Health and hygiene	91	4.0
Prioritization of Travel & Tourism	86	4.3
T&T business environment and infrastructure	**99**	**3.1**
Air transport infrastructure	115	2.3
Ground transport infrastructure	104	3.0
Tourism infrastructure	97	2.6
ICT infrastructure	87	2.8
Price competitiveness in the T&T industry	43	4.9
T&T human, cultural, and natural resources	**102**	**3.5**
Human resources	52	5.0
Education and training	55	4.9
Availability of qualified labor	51	5.2
Affinity for Travel & Tourism	108	4.3
Natural resources	63	3.4
Cultural resources	127	1.3



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Guyana

The Travel & Tourism Competitiveness Index in detail

1st pillar: Policy rules and regulations

	INDICATOR	RANK/139
1.01	Prevalence of foreign ownership	122
1.02	Property rights	95
1.03	Business impact of rules on FDI	85
1.04	Visa requirements*	98
1.05	Openness of bilateral Air Service Agreements*	111
1.06	Transparency of government policymaking	84
1.07	Time required to start a business*	97
1.08	Cost to start a business*	94
1.09	GATS commitments*	79

2nd pillar: Environmental sustainability

2.01	Stringency of environmental regulation	62
2.02	Enforcement of environmental regulation	67
2.03	Sustainability of T&T industry development	72
2.04	Carbon dioxide emissions*	56
2.05	Particulate matter concentration*	54
2.06	Threatened species*	**7**
2.07	Environmental treaty ratification*	94

3rd pillar: Safety and security

3.01	Business costs of terrorism	82
3.02	Reliability of police services	114
3.03	Business costs of crime and violence	127
3.04	Road traffic accidents*	83

4th pillar: Health and hygiene

4.01	Physician density*	104
4.02	Access to improved sanitation*	79
4.03	Access to improved drinking water*	68
4.04	Hospital beds*	85

5th pillar: Prioritization of Travel & Tourism

5.01	Government prioritization of the T&T industry	89
5.02	T&T government expenditure*	**27**
5.03	Effectiveness of marketing and branding	91
5.04	Comprehensiveness of annual T&T data*	134
5.05	Timeliness of providing monthly/quarterly T&T data*	89

6th pillar: Air transport infrastructure

6.01	Quality of air transport infrastructure	105
6.02	Available seat kilometers, domestic*	103
6.03	Available seat kilometers, international*	129
6.04	Departures per 1,000 population*	107
6.05	Airport density*	**35**
6.06	Number of operating airlines*	137
6.07	International air transport network	112

7th pillar: Ground transport infrastructure

7.01	Quality of roads	69
7.02	Quality of railroad infrastructure	90
7.03	Quality of port infrastructure	103
7.04	Quality of ground transport network	73
7.05	Road density*	130

8th pillar: Tourism infrastructure

	INDICATOR	RANK/139
8.01	Hotel rooms*	111
8.02	Presence of major car rental companies*	80
8.03	ATMs accepting Visa cards*	89

9th pillar: ICT infrastructure

9.01	Extent of business Internet use	81
9.02	Internet users*	85
9.03	Telephone lines*	71
9.04	Broadband Internet subscribers*	95
9.05	Mobile telephone subscribers*	93

10th pillar: Price competitiveness in the T&T industry

10.01	Ticket taxes and airport charges*	**27**
10.02	Purchasing power parity*	**40**
10.03	Extent and effect of taxation	125
10.04	Fuel price levels*	**41**
10.05	Hotel price index*	54

11th pillar: Human resources

11.01	Primary education enrollment*	55
11.02	Secondary education enrollment*	**16**
11.03	Quality of the educational system	68
11.04	Local availability of research and training services	106
11.05	Extent of staff training	61
11.06	Hiring and firing practices	**20**
11.07	Ease of hiring foreign labor	**18**
11.08	HIV prevalence*	110
11.09	Business impact of HIV/AIDS	122
11.10	Life expectancy*	104

12th pillar: Affinity for Travel & Tourism

12.01	Tourism openness*	61
12.02	Attitude of population toward foreign visitors	114
12.03	Extension of business trips recommended	115

13th pillar: Natural resources

13.01	Number of World Heritage natural sites*	75
13.02	Protected areas*	97
13.03	Quality of the natural environment	**36**
13.04	Total known species*	**26**

14th pillar: Cultural resources

14.01	Number of World Heritage cultural sites*	122
14.02	Sports stadiums*	74
14.03	Number of international fairs and exhibitions*	125
14.04	Creative industries exports*	120

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Honduras

Key indicators

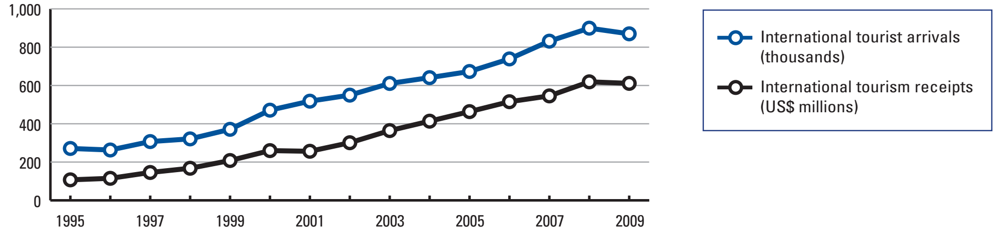
Population (millions), 2009	7.5
Surface area (1,000 square kilometers)	112.1
Gross domestic product (US$ billions), 2009	14.3
Gross domestic product (PPP, US$) per capita, 2009	4,344.1
Real GDP growth (percent), 2009	–1.9
Environmental Performance Index, 2010 (out of 163 economies)	118

Travel & Tourism indicators

T&T industry, 2010 estimates		Percent of total	2011–2020 annual growth (%, forecast)
GDP (US$ millions)	533	3.4	4.7
Employment (1,000 jobs)	74	2.8	3.0
T&T economy, 2010 estimates			
GDP (US$ millions)	1,482	9.6	4.4
Employment (1,000 jobs)	208	7.8	2.8

Source: World Travel & Tourism Council, TSA Research 2010

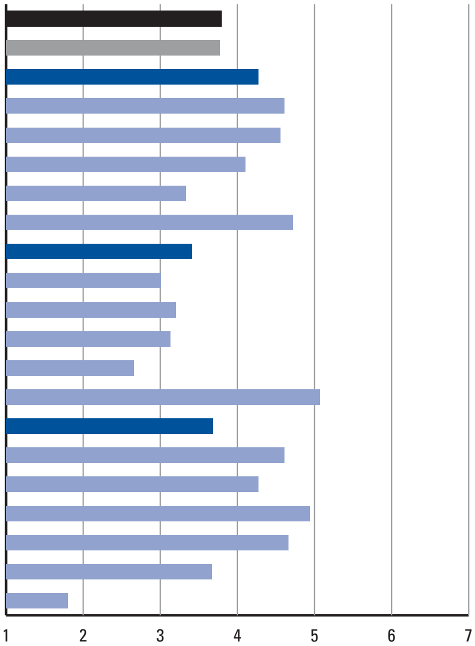
International tourist arrivals (thousands), 2009	869.8
International tourism receipts (US$ millions), 2009	611.0



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**88**	**3.8**
2009 Index	83	3.8
T&T regulatory framework	**90**	**4.3**
Policy rules and regulations	50	4.6
Environmental sustainability	66	4.6
Safety and security	106	4.1
Health and hygiene	101	3.3
Prioritization of Travel & Tourism	51	4.7
T&T business environment and infrastructure	**80**	**3.4**
Air transport infrastructure	69	3.0
Ground transport infrastructure	85	3.2
Tourism infrastructure	80	3.1
ICT infrastructure	92	2.7
Price competitiveness in the T&T industry	32	5.1
T&T human, cultural, and natural resources	**77**	**3.7**
Human resources	94	4.6
Education and training	94	4.3
Availability of qualified labor	85	4.9
Affinity for Travel & Tourism	64	4.7
Natural resources	50	3.7
Cultural resources	94	1.8



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Honduras

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	**50**
1.02	Property rights	93
1.03	Business impact of rules on FDI	96
1.04	Visa requirements*	**19**
1.05	Openness of bilateral Air Service Agreements*	**2**
1.06	Transparency of government policymaking	83
1.07	Time required to start a business*	57
1.08	Cost to start a business*	115
1.09	GATS commitments*	98
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	70
2.02	Enforcement of environmental regulation	83
2.03	Sustainability of T&T industry development	76
2.04	Carbon dioxide emissions*	**39**
2.05	Particulate matter concentration*	82
2.06	Threatened species*	105
2.07	Environmental treaty ratification*	65
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	111
3.02	Reliability of police services	106
3.03	Business costs of crime and violence	133
3.04	Road traffic accidents*	**47**
	4th pillar: Health and hygiene	
4.01	Physician density*	98
4.02	Access to improved sanitation*	89
4.03	Access to improved drinking water*	95
4.04	Hospital beds*	120
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	88
5.02	T&T government expenditure*	52
5.03	Effectiveness of marketing and branding	66
5.04	Comprehensiveness of annual T&T data*	56
5.05	Timeliness of providing monthly/quarterly T&T data*	**12**
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	70
6.02	Available seat kilometers, domestic*	67
6.03	Available seat kilometers, international*	111
6.04	Departures per 1,000 population*	n/a
6.05	Airport density*	**41**
6.06	Number of operating airlines*	92
6.07	International air transport network	62
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	82
7.02	Quality of railroad infrastructure	105
7.03	Quality of port infrastructure	**32**
7.04	Quality of ground transport network	85
7.05	Road density*	103

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	76
8.02	Presence of major car rental companies*	64
8.03	ATMs accepting Visa cards*	88
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	63
9.02	Internet users*	104
9.03	Telephone lines*	95
9.04	Broadband Internet subscribers*	139
9.05	Mobile telephone subscribers*	**46**
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	70
10.02	Purchasing power parity*	**50**
10.03	Extent and effect of taxation	51
10.04	Fuel price levels*	**37**
10.05	Hotel price index*	**28**
	11th pillar: Human resources	
11.01	Primary education enrollment*	**45**
11.02	Secondary education enrollment*	106
11.03	Quality of the educational system	123
11.04	Local availability of research and training services	89
11.05	Extent of staff training	80
11.06	Hiring and firing practices	91
11.07	Ease of hiring foreign labor	59
11.08	HIV prevalence*	99
11.09	Business impact of HIV/AIDS	88
11.10	Life expectancy*	87
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	**46**
12.02	Attitude of population toward foreign visitors	120
12.03	Extension of business trips recommended	63
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	**43**
13.02	Protected areas*	**45**
13.03	Quality of the natural environment	96
13.04	Total known species*	**31**
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	73
14.02	Sports stadiums*	67
14.03	Number of international fairs and exhibitions*	83
14.04	Creative industries exports*	94

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Hong Kong SAR

Key indicators

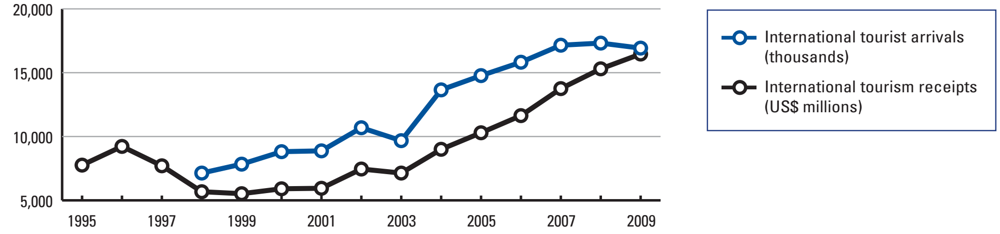
Population (millions), 2009	7.0
Surface area (1,000 square kilometers)	1.1
Gross domestic product (US$ billions), 2009	210.6
Gross domestic product (PPP, US$) per capita, 2009	42,653.0
Real GDP growth (percent), 2009	–2.8
Environmental Performance Index, 2010 (out of 163 economies)	n/a

Travel & Tourism indicators

T&T industry, 2010 estimates		Percent of total	2011–2020 annual growth (%, forecast)
GDP (US$ millions)	9,615	4.3	5.9
Employment (1,000 jobs)	219	6.2	2.2
T&T economy, 2010 estimates			
GDP (US$ millions)	36,022	16.1	6.1
Employment (1,000 jobs)	577	16.3	2.7

Source: World Travel & Tourism Council, TSA Research 2010

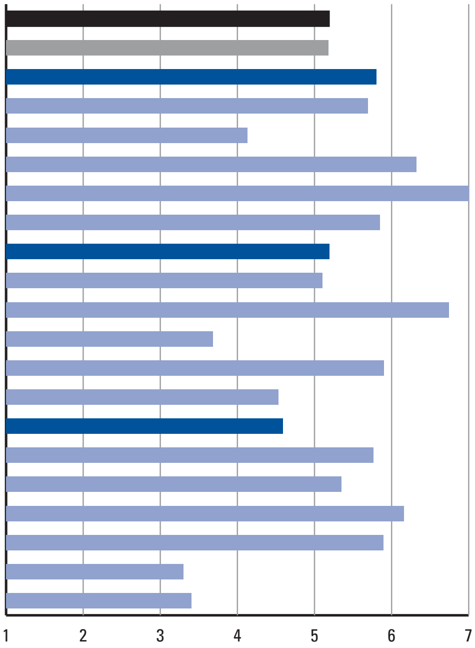
International tourist arrivals (thousands), 2009	16,926.1
International tourism receipts (US$ millions), 2009	16,462.9



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**12**	**5.2**
2009 Index	12	5.2
T&T regulatory framework	**4**	**5.8**
Policy rules and regulations	2	5.7
Environmental sustainability	109	4.1
Safety and security	5	6.3
Health and hygiene	1	7.0
Prioritization of Travel & Tourism	12	5.9
T&T business environment and infrastructure	**13**	**5.2**
Air transport infrastructure	12	5.1
Ground transport infrastructure	1	6.7
Tourism infrastructure	70	3.7
ICT infrastructure	4	5.9
Price competitiveness in the T&T industry	67	4.5
T&T human, cultural, and natural resources	**24**	**4.6**
Human resources	6	5.8
Education and training	27	5.4
Availability of qualified labor	3	6.2
Affinity for Travel & Tourism	8	5.9
Natural resources	68	3.3
Cultural resources	40	3.4



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Hong Kong SAR

The Travel & Tourism Competitiveness Index in detail

1st pillar: Policy rules and regulations

	INDICATOR	RANK/139
1.01	Prevalence of foreign ownership	**3**
1.02	Property rights	**4**
1.03	Business impact of rules on FDI	**3**
1.04	Visa requirements*	**4**
1.05	Openness of bilateral Air Service Agreements*	26
1.06	Transparency of government policymaking	**2**
1.07	Time required to start a business*	13
1.08	Cost to start a business*	24
1.09	GATS commitments*	106

2nd pillar: Environmental sustainability

	INDICATOR	RANK/139
2.01	Stringency of environmental regulation	54
2.02	Enforcement of environmental regulation	42
2.03	Sustainability of T&T industry development	37
2.04	Carbon dioxide emissions*	88
2.05	Particulate matter concentration*	115
2.06	Threatened species*	118
2.07	Environmental treaty ratification*	n/a

3rd pillar: Safety and security

	INDICATOR	RANK/139
3.01	Business costs of terrorism	41
3.02	Reliability of police services	**4**
3.03	Business costs of crime and violence	**8**
3.04	Road traffic accidents*	n/a

4th pillar: Health and hygiene

	INDICATOR	RANK/139
4.01	Physician density*	n/a
4.02	Access to improved sanitation*	**1**
4.03	Access to improved drinking water*	**1**
4.04	Hospital beds*	n/a

5th pillar: Prioritization of Travel & Tourism

	INDICATOR	RANK/139
5.01	Government prioritization of the T&T industry	12
5.02	T&T government expenditure*	17
5.03	Effectiveness of marketing and branding	16
5.04	Comprehensiveness of annual T&T data*	58
5.05	Timeliness of providing monthly/quarterly T&T data*	12

6th pillar: Air transport infrastructure

	INDICATOR	RANK/139
6.01	Quality of air transport infrastructure	**1**
6.02	Available seat kilometers, domestic*	103
6.03	Available seat kilometers, international*	**10**
6.04	Departures per 1,000 population*	20
6.05	Airport density*	124
6.06	Number of operating airlines*	22
6.07	International air transport network	**2**

7th pillar: Ground transport infrastructure

	INDICATOR	RANK/139
7.01	Quality of roads	**4**
7.02	Quality of railroad infrastructure	**2**
7.03	Quality of port infrastructure	**1**
7.04	Quality of ground transport network	**2**
7.05	Road density*	13

8th pillar: Tourism infrastructure

	INDICATOR	RANK/139
8.01	Hotel rooms*	34
8.02	Presence of major car rental companies*	112
8.03	ATMs accepting Visa cards*	52

9th pillar: ICT infrastructure

	INDICATOR	RANK/139
9.01	Extent of business Internet use	13
9.02	Internet users*	25
9.03	Telephone lines*	**3**
9.04	Broadband Internet subscribers*	14
9.05	Mobile telephone subscribers*	**4**

10th pillar: Price competitiveness in the T&T industry

	INDICATOR	RANK/139
10.01	Ticket taxes and airport charges*	43
10.02	Purchasing power parity*	94
10.03	Extent and effect of taxation	**2**
10.04	Fuel price levels*	139
10.05	Hotel price index*	69

11th pillar: Human resources

	INDICATOR	RANK/139
11.01	Primary education enrollment*	72
11.02	Secondary education enrollment*	85
11.03	Quality of the educational system	25
11.04	Local availability of research and training services	15
11.05	Extent of staff training	27
11.06	Hiring and firing practices	**1**
11.07	Ease of hiring foreign labor	19
11.08	HIV prevalence*	**1**
11.09	Business impact of HIV/AIDS	37
11.10	Life expectancy*	**6**

12th pillar: Affinity for Travel & Tourism

	INDICATOR	RANK/139
12.01	Tourism openness*	11
12.02	Attitude of population toward foreign visitors	**5**
12.03	Extension of business trips recommended	36

13th pillar: Natural resources

	INDICATOR	RANK/139
13.01	Number of World Heritage natural sites*	75
13.02	Protected areas*	**2**
13.03	Quality of the natural environment	106
13.04	Total known species*	129

14th pillar: Cultural resources

	INDICATOR	RANK/139
14.01	Number of World Heritage cultural sites*	122
14.02	Sports stadiums*	76
14.03	Number of international fairs and exhibitions*	37
14.04	Creative industries exports*	**4**

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Hungary

Key indicators

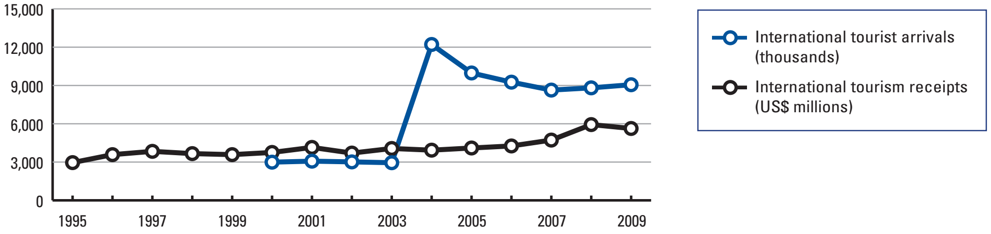
Population (millions), 2009	10.0
Surface area (1,000 square kilometers)	93.0
Gross domestic product (US$ billions), 2009	129.5
Gross domestic product (PPP, US$) per capita, 2009	18,505.8
Real GDP growth (percent), 2009	–6.3
Environmental Performance Index, 2010 (out of 163 economies)	33

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	4,027	3.0	2.9
Employment (1,000 jobs)	183	4.9	–0.4
T&T economy, 2010 estimates			
GDP (US$ millions)	9,770	7.4	3.5
Employment (1,000 jobs)	263	7.0	–0.4

Source: World Travel & Tourism Council, TSA Research 2010

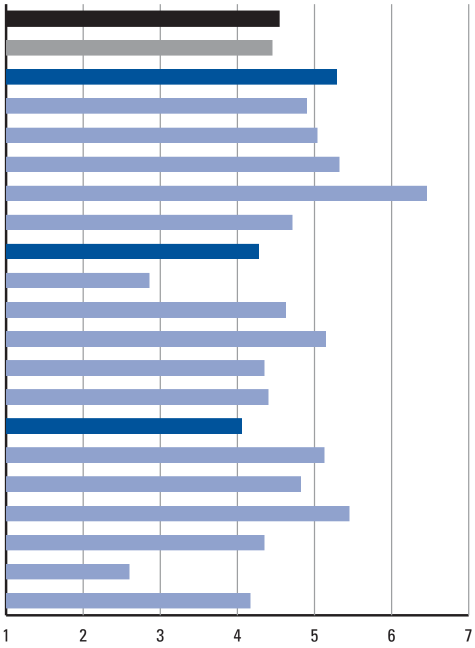
International tourist arrivals (thousands), 2009	9,058.0
International tourism receipts (US$ millions), 2009	5,630.6



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**38**	**4.5**
2009 Index	38	4.5
T&T regulatory framework	**24**	**5.3**
Policy rules and regulations	29	4.9
Environmental sustainability	31	5.0
Safety and security	43	5.3
Health and hygiene	18	6.5
Prioritization of Travel & Tourism	53	4.7
T&T business environment and infrastructure	**45**	**4.3**
Air transport infrastructure	75	2.9
Ground transport infrastructure	37	4.6
Tourism infrastructure	30	5.1
ICT infrastructure	38	4.3
Price competitiveness in the T&T industry	87	4.4
T&T human, cultural, and natural resources	**48**	**4.1**
Human resources	44	5.1
Education and training	61	4.8
Availability of qualified labor	20	5.4
Affinity for Travel & Tourism	100	4.4
Natural resources	98	2.6
Cultural resources	29	4.2



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Hungary

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	**10**
1.02	Property rights	66
1.03	Business impact of rules on FDI	60
1.04	Visa requirements*	42
1.05	Openness of bilateral Air Service Agreements*	47
1.06	Transparency of government policymaking	94
1.07	Time required to start a business*	**7**
1.08	Cost to start a business*	62
1.09	GATS commitments*	**31**
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	43
2.02	Enforcement of environmental regulation	71
2.03	Sustainability of T&T industry development	102
2.04	Carbon dioxide emissions*	87
2.05	Particulate matter concentration*	**21**
2.06	Threatened species*	**34**
2.07	Environmental treaty ratification*	**30**
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	**22**
3.02	Reliability of police services	67
3.03	Business costs of crime and violence	61
3.04	Road traffic accidents*	**36**
	4th pillar: Health and hygiene	
4.01	Physician density*	**37**
4.02	Access to improved sanitation*	**1**
4.03	Access to improved drinking water*	**1**
4.04	Hospital beds*	**16**
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	82
5.02	T&T government expenditure*	**35**
5.03	Effectiveness of marketing and branding	96
5.04	Comprehensiveness of annual T&T data*	**14**
5.05	Timeliness of providing monthly/quarterly T&T data*	89
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	66
6.02	Available seat kilometers, domestic*	103
6.03	Available seat kilometers, international*	72
6.04	Departures per 1,000 population*	53
6.05	Airport density*	109
6.06	Number of operating airlines*	51
6.07	International air transport network	71
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	63
7.02	Quality of railroad infrastructure	43
7.03	Quality of port infrastructure	77
7.04	Quality of ground transport network	61
7.05	Road density*	**9**

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	44
8.02	Presence of major car rental companies*	**1**
8.03	ATMs accepting Visa cards*	**37**
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	67
9.02	Internet users*	**33**
9.03	Telephone lines*	40
9.04	Broadband Internet subscribers*	**33**
9.05	Mobile telephone subscribers*	40
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	52
10.02	Purchasing power parity*	88
10.03	Extent and effect of taxation	138
10.04	Fuel price levels*	90
10.05	Hotel price index*	**22**
	11th pillar: Human resources	
11.01	Primary education enrollment*	97
11.02	Secondary education enrollment*	**36**
11.03	Quality of the educational system	75
11.04	Local availability of research and training services	47
11.05	Extent of staff training	88
11.06	Hiring and firing practices	61
11.07	Ease of hiring foreign labor	**11**
11.08	HIV prevalence*	**20**
11.09	Business impact of HIV/AIDS	**15**
11.10	Life expectancy*	53
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	42
12.02	Attitude of population toward foreign visitors	117
12.03	Extension of business trips recommended	129
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	43
13.02	Protected areas*	96
13.03	Quality of the natural environment	81
13.04	Total known species*	106
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	**29**
14.02	Sports stadiums*	**33**
14.03	Number of international fairs and exhibitions*	**25**
14.04	Creative industries exports*	38

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Iceland

Key indicators

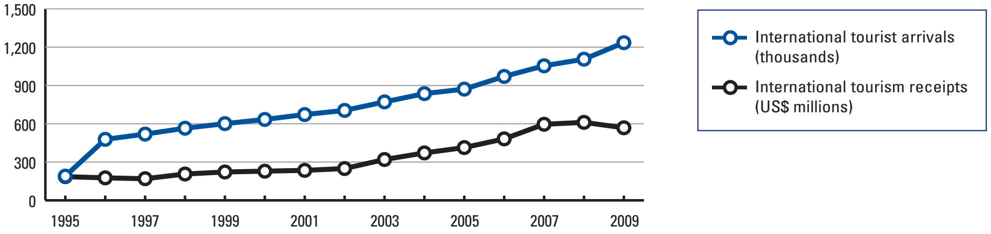
Population (millions), 2009	0.3
Surface area (1,000 square kilometers)	103.0
Gross domestic product (US$ billions), 2009	12.1
Gross domestic product (PPP, US$) per capita, 2009	37,852.9
Real GDP growth (percent), 2009	–6.8
Environmental Performance Index, 2010 (out of 163 economies)	1

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	741	5.5	2.8
Employment (1,000 jobs)	9	5.3	1.7
T&T economy, 2010 estimates			
GDP (US$ millions)	1,985	14.7	3.2
Employment (1,000 jobs)	26	15.5	1.8

Source: World Travel & Tourism Council, TSA Research 2010

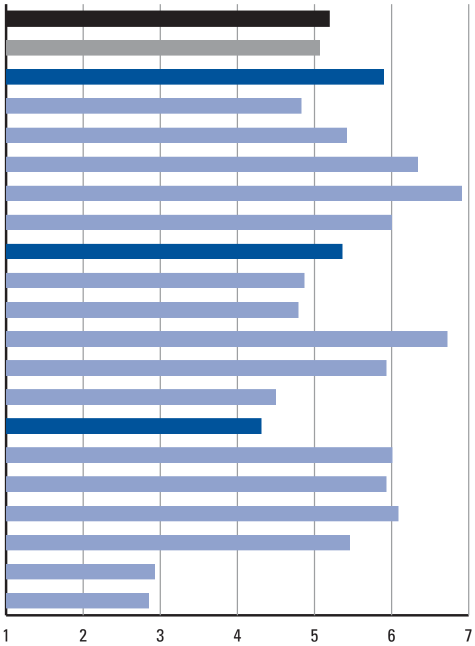
International tourist arrivals (thousands), 2009	1,235.3
International tourism receipts (US$ millions), 2009	568.4



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**11**	**5.2**
2009 Index	16	5.1
T&T regulatory framework	**2**	**5.9**
Policy rules and regulations	33	4.8
Environmental sustainability	15	5.4
Safety and security	4	6.3
Health and hygiene	4	6.9
Prioritization of Travel & Tourism	9	6.0
T&T business environment and infrastructure	**6**	**5.4**
Air transport infrastructure	18	4.9
Ground transport infrastructure	32	4.8
Tourism infrastructure	7	6.7
ICT infrastructure	3	5.9
Price competitiveness in the T&T industry	71	4.5
T&T human, cultural, and natural resources	**41**	**4.3**
Human resources	3	6.0
Education and training	11	5.9
Availability of qualified labor	4	6.1
Affinity for Travel & Tourism	14	5.5
Natural resources	80	2.9
Cultural resources	56	2.8



Note: For descriptions of variables and detailed sources, please refer to “How to the Read Country/Economy Profiles.”

Iceland

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	132
1.02	Property rights	32
1.03	Business impact of rules on FDI	133
1.04	Visa requirements*	42
1.05	Openness of bilateral Air Service Agreements*	18
1.06	Transparency of government policymaking	16
1.07	Time required to start a business*	**9**
1.08	Cost to start a business*	28
1.09	GATS commitments*	16
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	16
2.02	Enforcement of environmental regulation	15
2.03	Sustainability of T&T industry development	29
2.04	Carbon dioxide emissions*	98
2.05	Particulate matter concentration*	19
2.06	Threatened species*	52
2.07	Environmental treaty ratification*	65
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	**3**
3.02	Reliability of police services	**3**
3.03	Business costs of crime and violence	**7**
3.04	Road traffic accidents*	23
	4th pillar: Health and hygiene	
4.01	Physician density*	12
4.02	Access to improved sanitation*	**1**
4.03	Access to improved drinking water*	**1**
4.04	Hospital beds*	14
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	51
5.02	T&T government expenditure*	**6**
5.03	Effectiveness of marketing and branding	30
5.04	Comprehensiveness of annual T&T data*	44
5.05	Timeliness of providing monthly/quarterly T&T data*	12
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	**7**
6.02	Available seat kilometers, domestic*	64
6.03	Available seat kilometers, international*	82
6.04	Departures per 1,000 population*	**7**
6.05	Airport density*	**1**
6.06	Number of operating airlines*	117
6.07	International air transport network	**10**
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	28
7.02	Quality of railroad infrastructure	n/a
7.03	Quality of port infrastructure	**7**
7.04	Quality of ground transport network	12
7.05	Road density*	101

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	**6**
8.02	Presence of major car rental companies*	**1**
8.03	ATMs accepting Visa cards*	27
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	**4**
9.02	Internet users*	**1**
9.03	Telephone lines*	**6**
9.04	Broadband Internet subscribers*	**6**
9.05	Mobile telephone subscribers*	55
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	19
10.02	Purchasing power parity*	121
10.03	Extent and effect of taxation	37
10.04	Fuel price levels*	76
10.05	Hotel price index*	39
	11th pillar: Human resources	
11.01	Primary education enrollment*	34
11.02	Secondary education enrollment*	**10**
11.03	Quality of the educational system	**3**
11.04	Local availability of research and training services	16
11.05	Extent of staff training	24
11.06	Hiring and firing practices	**5**
11.07	Ease of hiring foreign labor	12
11.08	HIV prevalence*	68
11.09	Business impact of HIV/AIDS	**7**
11.10	Life expectancy*	**2**
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	25
12.02	Attitude of population toward foreign visitors	**2**
12.03	Extension of business trips recommended	18
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	43
13.02	Protected areas*	91
13.03	Quality of the natural environment	**6**
13.04	Total known species*	137
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	104
14.02	Sports stadiums*	**2**
14.03	Number of international fairs and exhibitions*	53
14.04	Creative industries exports*	110

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

India

Key indicators

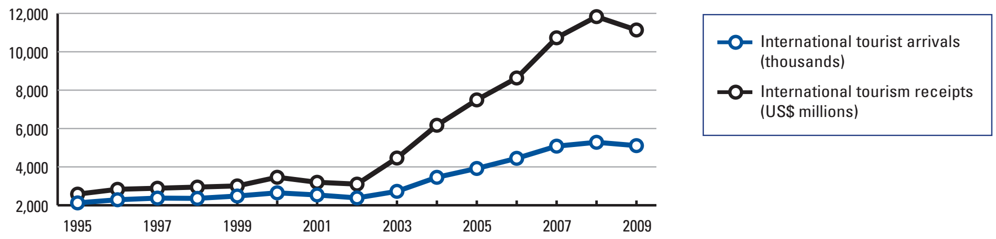
Population (millions), 2009	1,155.3
Surface area (1,000 square kilometers)	3,287.3
Gross domestic product (US$ billions), 2009	1,236.9
Gross domestic product (PPP, US$) per capita, 2009	3,015.1
Real GDP growth (percent), 2009	5.7
Environmental Performance Index, 2010 (out of 163 economies)	123

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	41,980	3.1	7.8
Employment (1,000 jobs)	18,610	3.8	1.2
T&T economy, 2010 estimates			
GDP (US$ millions)	117,892	8.6	8.5
Employment (1,000 jobs)	49,086	10.0	1.7

Source: World Travel & Tourism Council, TSA Research 2010

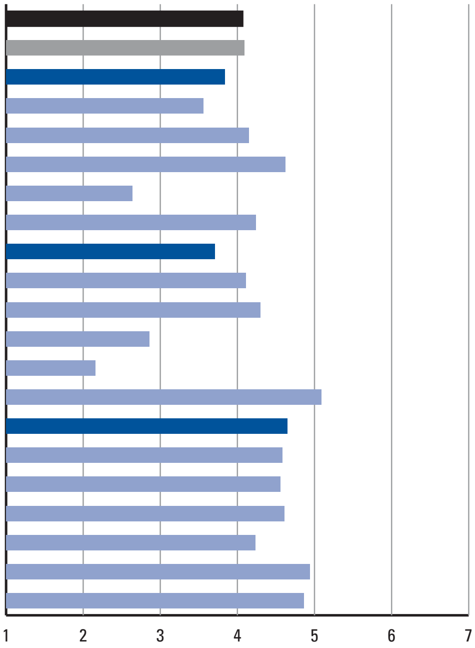
International tourist arrivals (thousands), 2009	5,108.6
International tourism receipts (US$ millions), 2009	11,136.0



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**68**	**4.1**
2009 Index	62	4.1
T&T regulatory framework	**114**	**3.8**
Policy rules and regulations	128	3.6
Environmental sustainability	107	4.1
Safety and security	78	4.6
Health and hygiene	112	2.6
Prioritization of Travel & Tourism	91	4.2
T&T business environment and infrastructure	**68**	**3.7**
Air transport infrastructure	39	4.1
Ground transport infrastructure	43	4.3
Tourism infrastructure	89	2.9
ICT infrastructure	111	2.2
Price competitiveness in the T&T industry	28	5.1
T&T human, cultural, and natural resources	**19**	**4.7**
Human resources	96	4.6
Education and training	75	4.6
Availability of qualified labor	112	4.6
Affinity for Travel & Tourism	116	4.2
Natural resources	8	4.9
Cultural resources	24	4.9



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

India

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	81
1.02	Property rights	61
1.03	Business impact of rules on FDI	**46**
1.04	Visa requirements*	135
1.05	Openness of bilateral Air Service Agreements*	95
1.06	Transparency of government policymaking	**42**
1.07	Time required to start a business*	95
1.08	Cost to start a business*	120
1.09	GATS commitments*	112
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	66
2.02	Enforcement of environmental regulation	80
2.03	Sustainability of T&T industry development	87
2.04	Carbon dioxide emissions*	**47**
2.05	Particulate matter concentration*	105
2.06	Threatened species*	131
2.07	Environmental treaty ratification*	**16**
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	127
3.02	Reliability of police services	68
3.03	Business costs of crime and violence	67
3.04	Road traffic accidents*	73
	4th pillar: Health and hygiene	
4.01	Physician density*	97
4.02	Access to improved sanitation*	118
4.03	Access to improved drinking water*	90
4.04	Hospital beds*	112
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	80
5.02	T&T government expenditure*	128
5.03	Effectiveness of marketing and branding	63
5.04	Comprehensiveness of annual T&T data*	75
5.05	Timeliness of providing monthly/quarterly T&T data*	**12**
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	71
6.02	Available seat kilometers, domestic*	**7**
6.03	Available seat kilometers, international*	**16**
6.04	Departures per 1,000 population*	102
6.05	Airport density*	135
6.06	Number of operating airlines*	**17**
6.07	International air transport network	54
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	90
7.02	Quality of railroad infrastructure	**23**
7.03	Quality of port infrastructure	83
7.04	Quality of ground transport network	62
7.05	Road density*	**31**

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	136
8.02	Presence of major car rental companies*	**40**
8.03	ATMs accepting Visa cards*	100
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	54
9.02	Internet users*	118
9.03	Telephone lines*	110
9.04	Broadband Internet subscribers*	100
9.05	Mobile telephone subscribers*	119
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	**18**
10.02	Purchasing power parity*	**2**
10.03	Extent and effect of taxation	**36**
10.04	Fuel price levels*	66
10.05	Hotel price index*	73
	11th pillar: Human resources	
11.01	Primary education enrollment*	82
11.02	Secondary education enrollment*	107
11.03	Quality of the educational system	**39**
11.04	Local availability of research and training services	51
11.05	Extent of staff training	59
11.06	Hiring and firing practices	89
11.07	Ease of hiring foreign labor	113
11.08	HIV prevalence*	68
11.09	Business impact of HIV/AIDS	99
11.10	Life expectancy*	106
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	124
12.02	Attitude of population toward foreign visitors	81
12.03	Extension of business trips recommended	92
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	**7**
13.02	Protected areas*	95
13.03	Quality of the natural environment	97
13.04	Total known species*	**10**
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	**6**
14.02	Sports stadiums*	131
14.03	Number of international fairs and exhibitions*	**31**
14.04	Creative industries exports*	**10**

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Indonesia

Key indicators

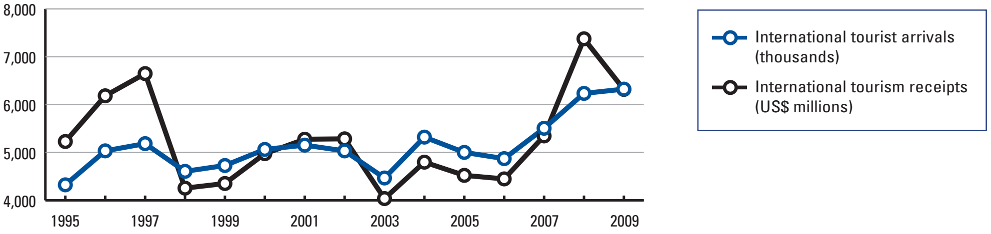
Population (millions), 2009	230.0
Surface area (1,000 square kilometers)	1,904.6
Gross domestic product (US$ billions), 2009	539.4
Gross domestic product (PPP, US$) per capita, 2009	4,150.8
Real GDP growth (percent), 2009	4.5
Environmental Performance Index, 2010 (out of 163 economies)	134

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	14,752	2.2	5.7
Employment (1,000 jobs)	1,952	1.8	2.0
T&T economy, 2010 estimates			
GDP (US$ millions)	50,992	7.6	6.0
Employment (1,000 jobs)	6,766	6.3	2.3

Source: World Travel & Tourism Council, TSA Research 2010

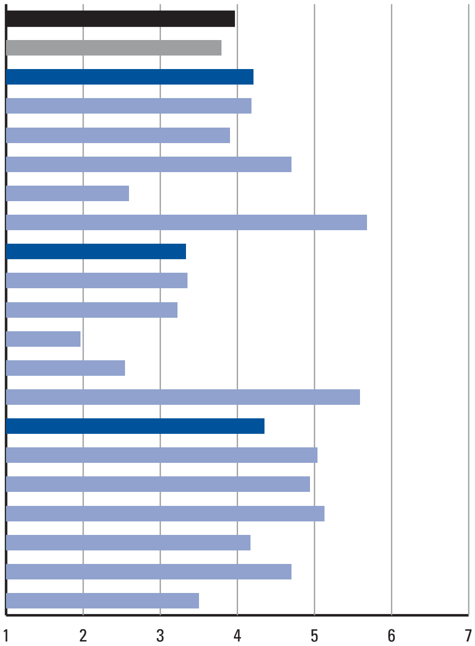
International tourist arrivals (thousands), 2009	6,323.7
International tourism receipts (US$ millions), 2009	6,318.0



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**74**	**4.0**
2009 Index	81	3.8
T&T regulatory framework	**94**	**4.2**
Policy rules and regulations	88	4.2
Environmental sustainability	127	3.9
Safety and security	72	4.7
Health and hygiene	115	2.6
Prioritization of Travel & Tourism	15	5.7
T&T business environment and infrastructure	**86**	**3.3**
Air transport infrastructure	58	3.3
Ground transport infrastructure	82	3.2
Tourism infrastructure	116	2.0
ICT infrastructure	96	2.5
Price competitiveness in the T&T industry	4	5.6
T&T human, cultural, and natural resources	**40**	**4.4**
Human resources	51	5.0
Education and training	51	4.9
Availability of qualified labor	59	5.1
Affinity for Travel & Tourism	121	4.2
Natural resources	17	4.7
Cultural resources	39	3.5



Note: For descriptions of variables and detailed sources, please refer to “How to the Read Country/Economy Profiles.”

Indonesia

The Travel & Tourism Competitiveness Index in detail

1st pillar: Policy rules and regulations

	INDICATOR	RANK/139
1.01	Prevalence of foreign ownership	54
1.02	Property rights	84
1.03	Business impact of rules on FDI	**49**
1.04	Visa requirements*	94
1.05	Openness of bilateral Air Service Agreements*	**32**
1.06	Transparency of government policymaking	91
1.07	Time required to start a business*	119
1.08	Cost to start a business*	98
1.09	GATS commitments*	**43**

2nd pillar: Environmental sustainability

	INDICATOR	RANK/139
2.01	Stringency of environmental regulation	75
2.02	Enforcement of environmental regulation	66
2.03	Sustainability of T&T industry development	**50**
2.04	Carbon dioxide emissions*	52
2.05	Particulate matter concentration*	118
2.06	Threatened species*	129
2.07	Environmental treaty ratification*	81

3rd pillar: Safety and security

	INDICATOR	RANK/139
3.01	Business costs of terrorism	101
3.02	Reliability of police services	80
3.03	Business costs of crime and violence	75
3.04	Road traffic accidents*	70

4th pillar: Health and hygiene

	INDICATOR	RANK/139
4.01	Physician density*	119
4.02	Access to improved sanitation*	103
4.03	Access to improved drinking water*	107
4.04	Hospital beds*	122

5th pillar: Prioritization of Travel & Tourism

	INDICATOR	RANK/139
5.01	Government prioritization of the T&T industry	71
5.02	T&T government expenditure*	**13**
5.03	Effectiveness of marketing and branding	58
5.04	Comprehensiveness of annual T&T data*	**28**
5.05	Timeliness of providing monthly/quarterly T&T data*	**12**

6th pillar: Air transport infrastructure

	INDICATOR	RANK/139
6.01	Quality of air transport infrastructure	69
6.02	Available seat kilometers, domestic*	**9**
6.03	Available seat kilometers, international*	**29**
6.04	Departures per 1,000 population*	81
6.05	Airport density*	102
6.06	Number of operating airlines*	**37**
6.07	International air transport network	76

7th pillar: Ground transport infrastructure

	INDICATOR	RANK/139
7.01	Quality of roads	84
7.02	Quality of railroad infrastructure	56
7.03	Quality of port infrastructure	96
7.04	Quality of ground transport network	88
7.05	Road density*	84

8th pillar: Tourism infrastructure

	INDICATOR	RANK/139
8.01	Hotel rooms*	93
8.02	Presence of major car rental companies*	112
8.03	ATMs accepting Visa cards*	97

9th pillar: ICT infrastructure

	INDICATOR	RANK/139
9.01	Extent of business Internet use	61
9.02	Internet users*	109
9.03	Telephone lines*	82
9.04	Broadband Internet subscribers*	99
9.05	Mobile telephone subscribers*	99

10th pillar: Price competitiveness in the T&T industry

	INDICATOR	RANK/139
10.01	Ticket taxes and airport charges*	**16**
10.02	Purchasing power parity*	68
10.03	Extent and effect of taxation	**17**
10.04	Fuel price levels*	**19**
10.05	Hotel price index*	**6**

11th pillar: Human resources

	INDICATOR	RANK/139
11.01	Primary education enrollment*	52
11.02	Secondary education enrollment*	97
11.03	Quality of the educational system	**40**
11.04	Local availability of research and training services	52
11.05	Extent of staff training	**36**
11.06	Hiring and firing practices	**38**
11.07	Ease of hiring foreign labor	**35**
11.08	HIV prevalence*	56
11.09	Business impact of HIV/AIDS	95
11.10	Life expectancy*	100

12th pillar: Affinity for Travel & Tourism

	INDICATOR	RANK/139
12.01	Tourism openness*	115
12.02	Attitude of population toward foreign visitors	113
12.03	Extension of business trips recommended	93

13th pillar: Natural resources

	INDICATOR	RANK/139
13.01	Number of World Heritage natural sites*	**10**
13.02	Protected areas*	85
13.03	Quality of the natural environment	100
13.04	Total known species*	**4**

14th pillar: Cultural resources

	INDICATOR	RANK/139
14.01	Number of World Heritage cultural sites*	**29**
14.02	Sports stadiums*	114
14.03	Number of international fairs and exhibitions*	**43**
14.04	Creative industries exports*	**29**

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Iran, Islamic Rep.

Key indicators

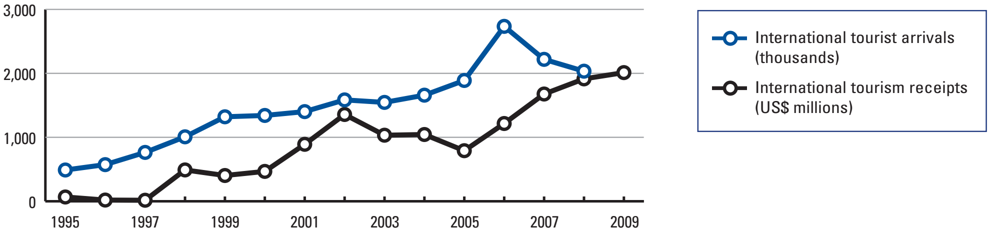
Population (millions), 2009	72.9
Surface area (1,000 square kilometers)	1,745.2
Gross domestic product (US$ billions), 2009	325.9
Gross domestic product (PPP, US$) per capita, 2009	10,938.8
Real GDP growth (percent), 2009	1.1
Environmental Performance Index, 2010 (out of 163 economies)	78

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	11,925	3.0	4.4
Employment (1,000 jobs)	594	2.7	2.0
T&T economy, 2010 estimates			
GDP (US$ millions)	33,709	8.4	3.8
Employment (1,000 jobs)	1,610	7.4	1.6

Source: World Travel & Tourism Council, TSA Research 2010

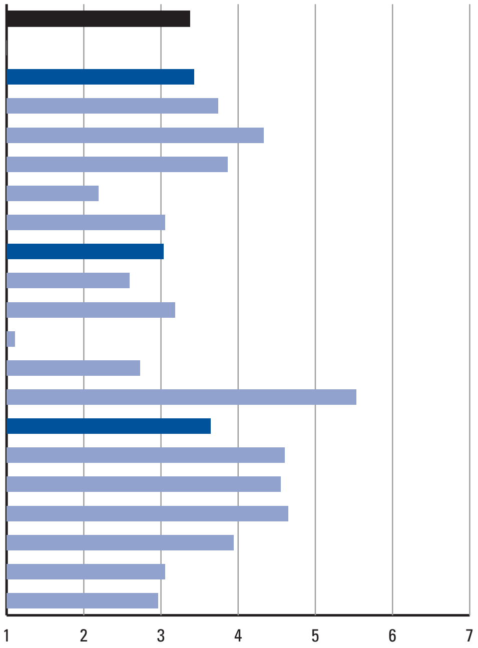
International tourist arrivals (thousands), 2008	2,034.0
International tourism receipts (US$ millions), 2009	2,012.0



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**114**	**3.4**
2009 Index	n/a	n/a
T&T regulatory framework	**131**	**3.4**
Policy rules and regulations	112	3.7
Environmental sustainability	83	4.3
Safety and security	121	3.9
Health and hygiene	121	2.2
Prioritization of Travel & Tourism	133	3.0
T&T business environment and infrastructure	**103**	**3.0**
Air transport infrastructure	94	2.6
Ground transport infrastructure	86	3.2
Tourism infrastructure	136	1.1
ICT infrastructure	89	2.7
Price competitiveness in the T&T industry	7	5.5
T&T human, cultural, and natural resources	**91**	**3.6**
Human resources	95	4.6
Education and training	77	4.6
Availability of qualified labor	110	4.6
Affinity for Travel & Tourism	130	3.9
Natural resources	72	3.0
Cultural resources	52	3.0



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Iran, Islamic Rep.

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	139
1.02	Property rights	70
1.03	Business impact of rules on FDI	129
1.04	Visa requirements*	138
1.05	Openness of bilateral Air Service Agreements*	114
1.06	Transparency of government policymaking	124
1.07	Time required to start a business*	**28**
1.08	Cost to start a business*	**39**
1.09	GATS commitments*	n/a
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	64
2.02	Enforcement of environmental regulation	64
2.03	Sustainability of T&T industry development	113
2.04	Carbon dioxide emissions*	95
2.05	Particulate matter concentration*	94
2.06	Threatened species*	90
2.07	Environmental treaty ratification*	**46**
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	119
3.02	Reliability of police services	53
3.03	Business costs of crime and violence	101
3.04	Road traffic accidents*	130
	4th pillar: Health and hygiene	
4.01	Physician density*	92
4.02	Access to improved sanitation*	n/a
4.03	Access to improved drinking water*	n/a
4.04	Hospital beds*	99
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	133
5.02	T&T government expenditure*	82
5.03	Effectiveness of marketing and branding	116
5.04	Comprehensiveness of annual T&T data*	131
5.05	Timeliness of providing monthly/quarterly T&T data*	122
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	130
6.02	Available seat kilometers, domestic*	**24**
6.03	Available seat kilometers, international*	66
6.04	Departures per 1,000 population*	n/a
6.05	Airport density*	63
6.06	Number of operating airlines*	59
6.07	International air transport network	132
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	74
7.02	Quality of railroad infrastructure	53
7.03	Quality of port infrastructure	84
7.04	Quality of ground transport network	114
7.05	Road density*	111

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	112
8.02	Presence of major car rental companies*	133
8.03	ATMs accepting Visa cards*	138
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	128
9.02	Internet users*	101
9.03	Telephone lines*	**33**
9.04	Broadband Internet subscribers*	101
9.05	Mobile telephone subscribers*	96
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	**11**
10.02	Purchasing power parity*	**14**
10.03	Extent and effect of taxation	72
10.04	Fuel price levels*	**14**
10.05	Hotel price index*	n/a
	11th pillar: Human resources	
11.01	Primary education enrollment*	**5**
11.02	Secondary education enrollment*	82
11.03	Quality of the educational system	108
11.04	Local availability of research and training services	74
11.05	Extent of staff training	132
11.06	Hiring and firing practices	90
11.07	Ease of hiring foreign labor	137
11.08	HIV prevalence*	56
11.09	Business impact of HIV/AIDS	66
11.10	Life expectancy*	74
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	92
12.02	Attitude of population toward foreign visitors	137
12.03	Extension of business trips recommended	103
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	75
13.02	Protected areas*	82
13.03	Quality of the natural environment	**23**
13.04	Total known species*	54
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	**10**
14.02	Sports stadiums*	133
14.03	Number of international fairs and exhibitions*	83
14.04	Creative industries exports*	**39**

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Ireland

Key indicators

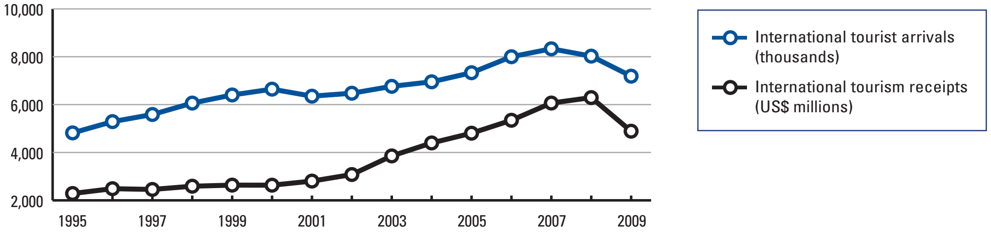
Population (millions), 2009	4.5
Surface area (1,000 square kilometers)	70.3
Gross domestic product (US$ billions), 2009	222.4
Gross domestic product (PPP, US$) per capita, 2009	38,685.5
Real GDP growth (percent), 2009	–7.6
Environmental Performance Index, 2010 (out of 163 economies)	44

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	4,076	1.7	5.2
Employment (1,000 jobs)	33	1.8	2.6
T&T economy, 2010 estimates			
GDP (US$ millions)	14,829	6.3	5.3
Employment (1,000 jobs)	114	6.2	2.2

Source: World Travel & Tourism Council, TSA Research 2010

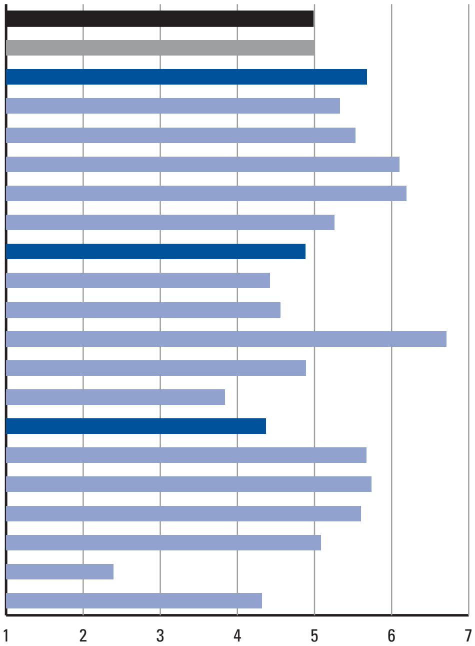
International tourist arrivals (thousands), 2009	7,189.0
International tourism receipts (US$ millions), 2009	4,890.2



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**21**	**5.0**
2009 Index	18	5.0
T&T regulatory framework	**10**	**5.7**
Policy rules and regulations	7	5.3
Environmental sustainability	12	5.5
Safety and security	12	6.1
Health and hygiene	25	6.2
Prioritization of Travel & Tourism	29	5.3
T&T business environment and infrastructure	**23**	**4.9**
Air transport infrastructure	24	4.4
Ground transport infrastructure	38	4.6
Tourism infrastructure	10	6.7
ICT infrastructure	29	4.9
Price competitiveness in the T&T industry	122	3.8
T&T human, cultural, and natural resources	**37**	**4.4**
Human resources	10	5.7
Education and training	18	5.7
Availability of qualified labor	13	5.6
Affinity for Travel & Tourism	32	5.1
Natural resources	112	2.4
Cultural resources	28	4.3



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Ireland

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	**12**
1.02	Property rights	**13**
1.03	Business impact of rules on FDI	**2**
1.04	Visa requirements*	**19**
1.05	Openness of bilateral Air Service Agreements*	28
1.06	Transparency of government policymaking	25
1.07	Time required to start a business*	50
1.08	Cost to start a business*	**3**
1.09	GATS commitments*	65
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	22
2.02	Enforcement of environmental regulation	23
2.03	Sustainability of T&T industry development	30
2.04	Carbon dioxide emissions*	116
2.05	Particulate matter concentration*	**14**
2.06	Threatened species*	**17**
2.07	Environmental treaty ratification*	**1**
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	29
3.02	Reliability of police services	**17**
3.03	Business costs of crime and violence	28
3.04	Road traffic accidents*	**17**
	4th pillar: Health and hygiene	
4.01	Physician density*	32
4.02	Access to improved sanitation*	37
4.03	Access to improved drinking water*	**1**
4.04	Hospital beds*	31
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	**19**
5.02	T&T government expenditure*	53
5.03	Effectiveness of marketing and branding	**10**
5.04	Comprehensiveness of annual T&T data*	36
5.05	Timeliness of providing monthly/quarterly T&T data*	72
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	52
6.02	Available seat kilometers, domestic*	54
6.03	Available seat kilometers, international*	39
6.04	Departures per 1,000 population*	**2**
6.05	Airport density*	23
6.06	Number of operating airlines*	58
6.07	International air transport network	46
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	52
7.02	Quality of railroad infrastructure	42
7.03	Quality of port infrastructure	45
7.04	Quality of ground transport network	104
7.05	Road density*	25

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	**11**
8.02	Presence of major car rental companies*	**1**
8.03	ATMs accepting Visa cards*	26
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	32
9.02	Internet users*	27
9.03	Telephone lines*	**17**
9.04	Broadband Internet subscribers*	27
9.05	Mobile telephone subscribers*	53
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	64
10.02	Purchasing power parity*	133
10.03	Extent and effect of taxation	38
10.04	Fuel price levels*	123
10.05	Hotel price index*	50
	11th pillar: Human resources	
11.01	Primary education enrollment*	37
11.02	Secondary education enrollment*	**6**
11.03	Quality of the educational system	**11**
11.04	Local availability of research and training services	24
11.05	Extent of staff training	23
11.06	Hiring and firing practices	85
11.07	Ease of hiring foreign labor	**7**
11.08	HIV prevalence*	56
11.09	Business impact of HIV/AIDS	**17**
11.10	Life expectancy*	**15**
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	48
12.02	Attitude of population toward foreign visitors	**14**
12.03	Extension of business trips recommended	22
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	75
13.02	Protected areas*	131
13.03	Quality of the natural environment	**12**
13.04	Total known species*	130
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	89
14.02	Sports stadiums*	**1**
14.03	Number of international fairs and exhibitions*	34
14.04	Creative industries exports*	30

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Israel

Key indicators

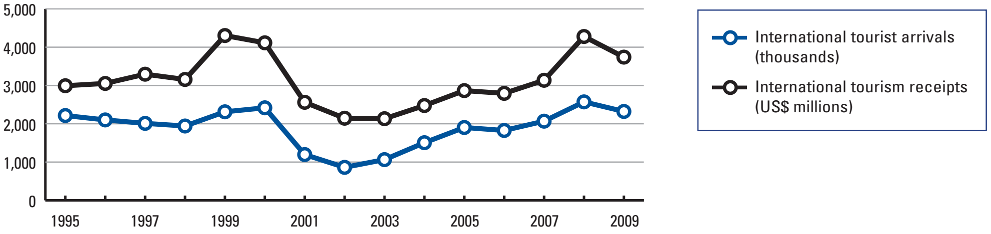
Population (millions), 2009	7.4
Surface area (1,000 square kilometers)	22.1
Gross domestic product (US$ billions), 2009	195.4
Gross domestic product (PPP, US$) per capita, 2009	28,581.2
Real GDP growth (percent), 2009	0.8
Environmental Performance Index, 2010 (out of 163 economies)	66

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	5,049	2.7	5.1
Employment (1,000 jobs)	106	3.7	2.7
T&T economy, 2010 estimates			
GDP (US$ millions)	12,022	6.4	5.0
Employment (1,000 jobs)	223	7.9	2.6

Source: World Travel & Tourism Council, TSA Research 2010

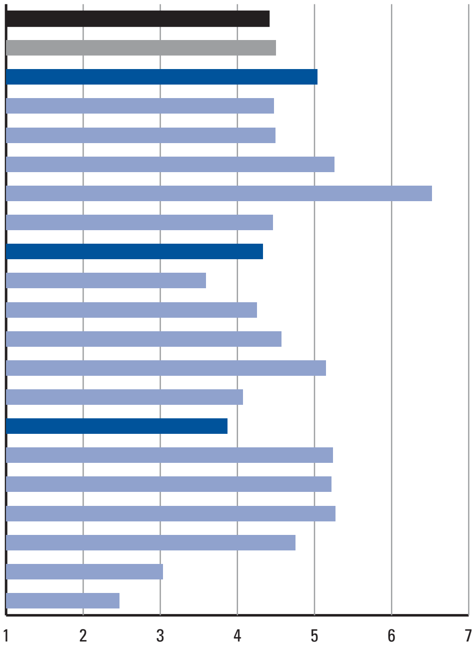
International tourist arrivals (thousands), 2009	2,321.4
International tourism receipts (US$ millions), 2009	3,740.7



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**46**	**4.4**
2009 Index	36	4.5
T&T regulatory framework	**41**	**5.0**
Policy rules and regulations	62	4.5
Environmental sustainability	74	4.5
Safety and security	46	5.3
Health and hygiene	16	6.5
Prioritization of Travel & Tourism	75	4.5
T&T business environment and infrastructure	**42**	**4.3**
Air transport infrastructure	51	3.6
Ground transport infrastructure	47	4.3
Tourism infrastructure	44	4.6
ICT infrastructure	22	5.1
Price competitiveness in the T&T industry	115	4.1
T&T human, cultural, and natural resources	**65**	**3.9**
Human resources	31	5.2
Education and training	37	5.2
Availability of qualified labor	37	5.3
Affinity for Travel & Tourism	56	4.8
Natural resources	74	3.0
Cultural resources	67	2.5



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Israel

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139

1st pillar: Policy rules and regulations

1.01	Prevalence of foreign ownership	53
1.02	Property rights	49
1.03	Business impact of rules on FDI	65
1.04	Visa requirements*	**22**
1.05	Openness of bilateral Air Service Agreements*	**41**
1.06	Transparency of government policymaking	90
1.07	Time required to start a business*	106
1.08	Cost to start a business*	**41**
1.09	GATS commitments*	103

2nd pillar: Environmental sustainability

2.01	Stringency of environmental regulation	**32**
2.02	Enforcement of environmental regulation	**35**
2.03	Sustainability of T&T industry development	91
2.04	Carbon dioxide emissions*	111
2.05	Particulate matter concentration*	56
2.06	Threatened species*	88
2.07	Environmental treaty ratification*	125

3rd pillar: Safety and security

3.01	Business costs of terrorism	105
3.02	Reliability of police services	78
3.03	Business costs of crime and violence	**44**
3.04	Road traffic accidents*	**10**

4th pillar: Health and hygiene

4.01	Physician density*	**19**
4.02	Access to improved sanitation*	**1**
4.03	Access to improved drinking water*	**1**
4.04	Hospital beds*	**27**

5th pillar: Prioritization of Travel & Tourism

5.01	Government prioritization of the T&T industry	73
5.02	T&T government expenditure*	106
5.03	Effectiveness of marketing and branding	106
5.04	Comprehensiveness of annual T&T data*	**1**
5.05	Timeliness of providing monthly/quarterly T&T data*	**12**

6th pillar: Air transport infrastructure

6.01	Quality of air transport infrastructure	**37**
6.02	Available seat kilometers, domestic*	63
6.03	Available seat kilometers, international*	**36**
6.04	Departures per 1,000 population*	46
6.05	Airport density*	80
6.06	Number of operating airlines*	**29**
6.07	International air transport network	**43**

7th pillar: Ground transport infrastructure

7.01	Quality of roads	50
7.02	Quality of railroad infrastructure	52
7.03	Quality of port infrastructure	53
7.04	Quality of ground transport network	**40**
7.05	Road density*	**42**

	INDICATOR	RANK/139

8th pillar: Tourism infrastructure

8.01	Hotel rooms*	**42**
8.02	Presence of major car rental companies*	**1**
8.03	ATMs accepting Visa cards*	69

9th pillar: ICT infrastructure

9.01	Extent of business Internet use	**9**
9.02	Internet users*	**31**
9.03	Telephone lines*	**18**
9.04	Broadband Internet subscribers*	**17**
9.05	Mobile telephone subscribers*	**30**

10th pillar: Price competitiveness in the T&T industry

10.01	Ticket taxes and airport charges*	73
10.02	Purchasing power parity*	113
10.03	Extent and effect of taxation	**45**
10.04	Fuel price levels*	117
10.05	Hotel price index*	67

11th pillar: Human resources

11.01	Primary education enrollment*	**38**
11.02	Secondary education enrollment*	61
11.03	Quality of the educational system	74
11.04	Local availability of research and training services	**30**
11.05	Extent of staff training	**25**
11.06	Hiring and firing practices	**44**
11.07	Ease of hiring foreign labor	127
11.08	HIV prevalence*	56
11.09	Business impact of HIV/AIDS	**9**
11.10	Life expectancy*	**7**

12th pillar: Affinity for Travel & Tourism

12.01	Tourism openness*	93
12.02	Attitude of population toward foreign visitors	75
12.03	Extension of business trips recommended	**12**

13th pillar: Natural resources

13.01	Number of World Heritage natural sites*	75
13.02	Protected areas*	**34**
13.03	Quality of the natural environment	69
13.04	Total known species*	72

14th pillar: Cultural resources

14.01	Number of World Heritage cultural sites*	**44**
14.02	Sports stadiums*	68
14.03	Number of international fairs and exhibitions*	65
14.04	Creative industries exports*	46

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Italy

Key indicators

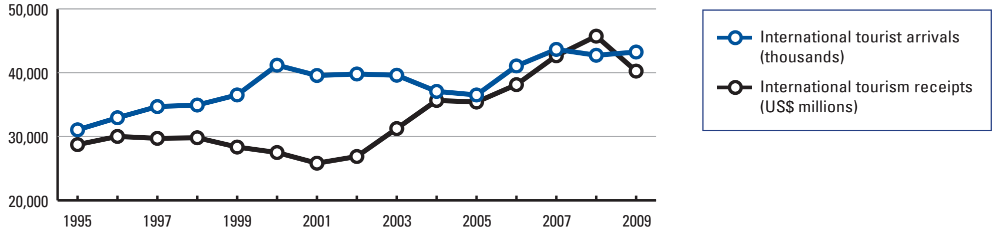
Population (millions), 2009	60.2
Surface area (1,000 square kilometers)	301.3
Gross domestic product (US$ billions), 2009	2,118.3
Gross domestic product (PPP, US$) per capita, 2009	29,068.2
Real GDP growth (percent), 2009	–5.0
Environmental Performance Index, 2010 (out of 163 economies)	18

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	89,770	3.9	2.4
Employment (1,000 jobs)	1,018	4.5	1.3
T&T economy, 2010 estimates			
GDP (US$ millions)	217,140	9.4	2.4
Employment (1,000 jobs)	2,478	10.9	1.1

Source: World Travel & Tourism Council, TSA Research 2010

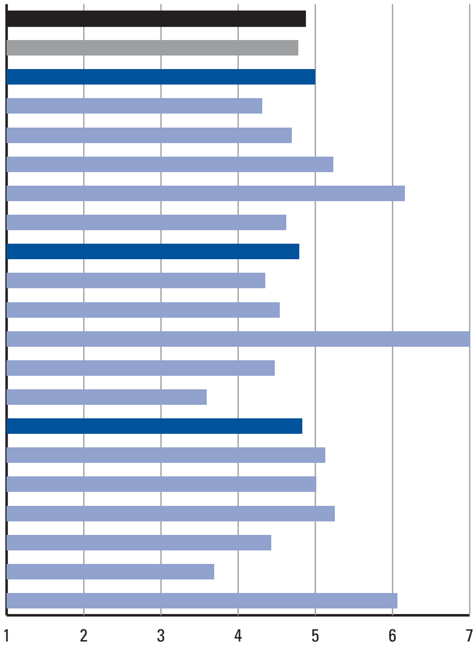
International tourist arrivals (thousands), 2009	43,238.9
International tourism receipts (US$ millions), 2009	40,249.0



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**27**	**4.9**
2009 Index	28	4.8
T&T regulatory framework	**45**	**5.0**
Policy rules and regulations	84	4.3
Environmental sustainability	60	4.7
Safety and security	48	5.2
Health and hygiene	27	6.2
Prioritization of Travel & Tourism	56	4.6
T&T business environment and infrastructure	**27**	**4.8**
Air transport infrastructure	29	4.4
Ground transport infrastructure	39	4.5
Tourism infrastructure	1	7.0
ICT infrastructure	34	4.5
Price competitiveness in the T&T industry	129	3.6
T&T human, cultural, and natural resources	**15**	**4.8**
Human resources	45	5.1
Education and training	48	5.0
Availability of qualified labor	38	5.3
Affinity for Travel & Tourism	91	4.4
Natural resources	49	3.7
Cultural resources	8	6.1



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Italy

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	112
1.02	Property rights	69
1.03	Business impact of rules on FDI	118
1.04	Visa requirements*	42
1.05	Openness of bilateral Air Service Agreements*	30
1.06	Transparency of government policymaking	119
1.07	Time required to start a business*	**13**
1.08	Cost to start a business*	91
1.09	GATS commitments*	89
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	56
2.02	Enforcement of environmental regulation	81
2.03	Sustainability of T&T industry development	111
2.04	Carbon dioxide emissions*	100
2.05	Particulate matter concentration*	46
2.06	Threatened species*	71
2.07	Environmental treaty ratification*	**16**
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	73
3.02	Reliability of police services	44
3.03	Business costs of crime and violence	92
3.04	Road traffic accidents*	**20**
	4th pillar: Health and hygiene	
4.01	Physician density*	**15**
4.02	Access to improved sanitation*	**1**
4.03	Access to improved drinking water*	**1**
4.04	Hospital beds*	44
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	76
5.02	T&T government expenditure*	65
5.03	Effectiveness of marketing and branding	108
5.04	Comprehensiveness of annual T&T data*	**1**
5.05	Timeliness of providing monthly/quarterly T&T data*	63
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	84
6.02	Available seat kilometers, domestic*	**12**
6.03	Available seat kilometers, international*	**14**
6.04	Departures per 1,000 population*	45
6.05	Airport density*	70
6.06	Number of operating airlines*	**5**
6.07	International air transport network	94
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	54
7.02	Quality of railroad infrastructure	39
7.03	Quality of port infrastructure	81
7.04	Quality of ground transport network	111
7.05	Road density*	**22**

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	**10**
8.02	Presence of major car rental companies*	**1**
8.03	ATMs accepting Visa cards*	**8**
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	72
9.02	Internet users*	46
9.03	Telephone lines*	32
9.04	Broadband Internet subscribers*	30
9.05	Mobile telephone subscribers*	**13**
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	37
10.02	Purchasing power parity*	125
10.03	Extent and effect of taxation	133
10.04	Fuel price levels*	125
10.05	Hotel price index*	89
	11th pillar: Human resources	
11.01	Primary education enrollment*	25
11.02	Secondary education enrollment*	25
11.03	Quality of the educational system	83
11.04	Local availability of research and training services	37
11.05	Extent of staff training	127
11.06	Hiring and firing practices	129
11.07	Ease of hiring foreign labor	54
11.08	HIV prevalence*	68
11.09	Business impact of HIV/AIDS	36
11.10	Life expectancy*	**2**
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	99
12.02	Attitude of population toward foreign visitors	94
12.03	Extension of business trips recommended	74
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	**17**
13.02	Protected areas*	53
13.03	Quality of the natural environment	82
13.04	Total known species*	71
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	**3**
14.02	Sports stadiums*	45
14.03	Number of international fairs and exhibitions*	**6**
14.04	Creative industries exports*	**5**

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Jamaica

Key indicators

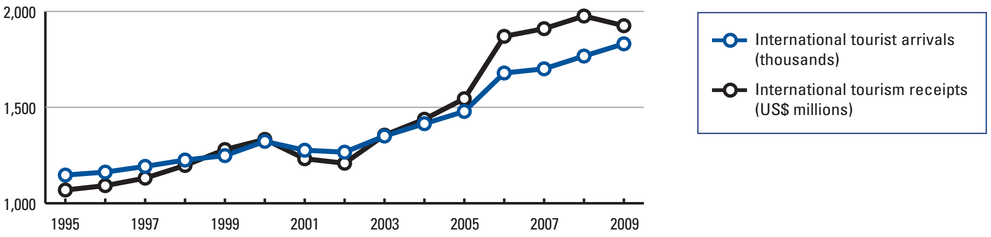
Population (millions), 2009	2.7
Surface area (1,000 square kilometers)	11.0
Gross domestic product (US$ billions), 2009	12.6
Gross domestic product (PPP, US$) per capita, 2009	8,803.6
Real GDP growth (percent), 2009	–3.0
Environmental Performance Index, 2010 (out of 163 economies)	89

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	1,159	7.6	3.5
Employment (1,000 jobs)	81	6.8	3.4
T&T economy, 2010 estimates			
GDP (US$ millions)	3,893	25.4	2.7
Employment (1,000 jobs)	263	22.3	2.7

Source: World Travel & Tourism Council, TSA Research 2010

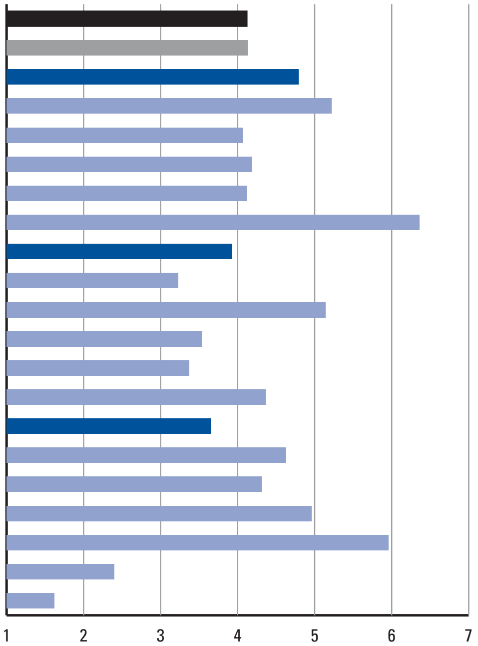
International tourist arrivals (thousands), 2009	1,831.1
International tourism receipts (US$ millions), 2009	1,925.5



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**65**	**4.1**
2009 Index	60	4.1
T&T regulatory framework	**55**	**4.8**
Policy rules and regulations	11	5.2
Environmental sustainability	116	4.1
Safety and security	104	4.2
Health and hygiene	87	4.1
Prioritization of Travel & Tourism	4	6.4
T&T business environment and infrastructure	**59**	**3.9**
Air transport infrastructure	64	3.2
Ground transport infrastructure	23	5.1
Tourism infrastructure	75	3.5
ICT infrastructure	60	3.4
Price competitiveness in the T&T industry	90	4.4
T&T human, cultural, and natural resources	**87**	**3.7**
Human resources	89	4.6
Education and training	88	4.3
Availability of qualified labor	83	5.0
Affinity for Travel & Tourism	6	6.0
Natural resources	110	2.4
Cultural resources	105	1.6



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Jamaica

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	**46**
1.02	Property rights	73
1.03	Business impact of rules on FDI	51
1.04	Visa requirements*	**10**
1.05	Openness of bilateral Air Service Agreements*	**6**
1.06	Transparency of government policymaking	64
1.07	Time required to start a business*	**28**
1.08	Cost to start a business*	**46**
1.09	GATS commitments*	**36**
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	92
2.02	Enforcement of environmental regulation	94
2.03	Sustainability of T&T industry development	**40**
2.04	Carbon dioxide emissions*	81
2.05	Particulate matter concentration*	83
2.06	Threatened species*	128
2.07	Environmental treaty ratification*	81
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	76
3.02	Reliability of police services	109
3.03	Business costs of crime and violence	136
3.04	Road traffic accidents*	**36**
	4th pillar: Health and hygiene	
4.01	Physician density*	93
4.02	Access to improved sanitation*	77
4.03	Access to improved drinking water*	68
4.04	Hospital beds*	93
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	**10**
5.02	T&T government expenditure*	**2**
5.03	Effectiveness of marketing and branding	**9**
5.04	Comprehensiveness of annual T&T data*	**44**
5.05	Timeliness of providing monthly/quarterly T&T data*	**46**
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	**47**
6.02	Available seat kilometers, domestic*	82
6.03	Available seat kilometers, international*	68
6.04	Departures per 1,000 population*	**41**
6.05	Airport density*	61
6.06	Number of operating airlines*	68
6.07	International air transport network	**49**
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	71
7.02	Quality of railroad infrastructure	n/a
7.03	Quality of port infrastructure	**31**
7.04	Quality of ground transport network	76
7.05	Road density*	**10**

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	**33**
8.02	Presence of major car rental companies*	80
8.03	ATMs accepting Visa cards*	96
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	79
9.02	Internet users*	**37**
9.03	Telephone lines*	89
9.04	Broadband Internet subscribers*	70
9.05	Mobile telephone subscribers*	51
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	99
10.02	Purchasing power parity*	95
10.03	Extent and effect of taxation	121
10.04	Fuel price levels*	**25**
10.05	Hotel price index*	95
	11th pillar: Human resources	
11.01	Primary education enrollment*	124
11.02	Secondary education enrollment*	58
11.03	Quality of the educational system	98
11.04	Local availability of research and training services	99
11.05	Extent of staff training	**49**
11.06	Hiring and firing practices	59
11.07	Ease of hiring foreign labor	112
11.08	HIV prevalence*	118
11.09	Business impact of HIV/AIDS	108
11.10	Life expectancy*	74
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	**7**
12.02	Attitude of population toward foreign visitors	**33**
12.03	Extension of business trips recommended	**33**
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	75
13.02	Protected areas*	79
13.03	Quality of the natural environment	57
13.04	Total known species*	131
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	104
14.02	Sports stadiums*	56
14.03	Number of international fairs and exhibitions*	99
14.04	Creative industries exports*	115

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Japan

Key indicators

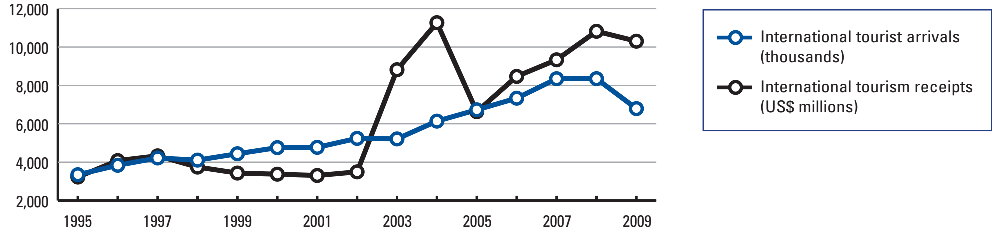
Population (millions), 2009	127.6
Surface area (1,000 square kilometers)	377.9
Gross domestic product (US$ billions), 2009	5,068.9
Gross domestic product (PPP, US$) per capita, 2009	32,554.2
Real GDP growth (percent), 2009	–5.2
Environmental Performance Index, 2010 (out of 163 economies)	20

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	172,546	3.4	2.1
Employment (1,000 jobs)	2,294	3.7	1.0
T&T economy, 2010 estimates			
GDP (US$ millions)	459,323	9.2	2.5
Employment (1,000 jobs)	6,062	9.8	1.2

Source: World Travel & Tourism Council, TSA Research 2010

International tourist arrivals (thousands), 2009	6,789.7
International tourism receipts (US$ millions), 2009	10,304.6



Source: United Nations World Tourism Organization

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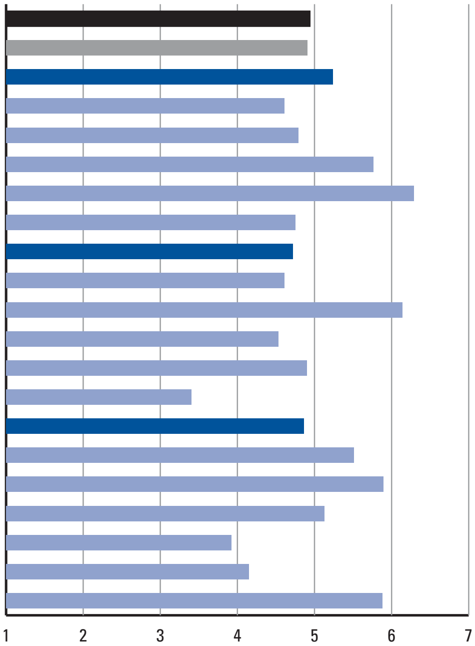
Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**22**	**4.9**
2009 Index	25	4.9
T&T regulatory framework	**27**	**5.2**
Policy rules and regulations	51	4.6
Environmental sustainability	52	4.8
Safety and security	19	5.8
Health and hygiene	22	6.3
Prioritization of Travel & Tourism	50	4.7
T&T business environment and infrastructure	**32**	**4.7**
Air transport infrastructure	22	4.6
Ground transport infrastructure	6	6.1
Tourism infrastructure	48	4.5
ICT infrastructure	28	4.9
Price competitiveness in the T&T industry	137	3.4
T&T human, cultural, and natural resources	**14**	**4.9**
Human resources	22	5.5
Education and training	12	5.9
Availability of qualified labor	60	5.1
Affinity for Travel & Tourism	131	3.9
Natural resources	36	4.2
Cultural resources	12	5.9



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Japan

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	97
1.02	Property rights	23
1.03	Business impact of rules on FDI	91
1.04	Visa requirements*	76
1.05	Openness of bilateral Air Service Agreements*	**21**
1.06	Transparency of government policymaking	48
1.07	Time required to start a business*	86
1.08	Cost to start a business*	60
1.09	GATS commitments*	94
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	**11**
2.02	Enforcement of environmental regulation	**12**
2.03	Sustainability of T&T industry development	70
2.04	Carbon dioxide emissions*	115
2.05	Particulate matter concentration*	51
2.06	Threatened species*	132
2.07	Environmental treaty ratification*	**16**
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	95
3.02	Reliability of police services	22
3.03	Business costs of crime and violence	53
3.04	Road traffic accidents*	**6**
	4th pillar: Health and hygiene	
4.01	Physician density*	53
4.02	Access to improved sanitation*	**1**
4.03	Access to improved drinking water*	**1**
4.04	Hospital beds*	**1**
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	64
5.02	T&T government expenditure*	47
5.03	Effectiveness of marketing and branding	67
5.04	Comprehensiveness of annual T&T data*	98
5.05	Timeliness of providing monthly/quarterly T&T data*	**6**
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	54
6.02	Available seat kilometers, domestic*	**3**
6.03	Available seat kilometers, international*	**6**
6.04	Departures per 1,000 population*	51
6.05	Airport density*	73
6.06	Number of operating airlines*	**16**
6.07	International air transport network	26
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	22
7.02	Quality of railroad infrastructure	**3**
7.03	Quality of port infrastructure	37
7.04	Quality of ground transport network	**6**
7.05	Road density*	**7**

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	**20**
8.02	Presence of major car rental companies*	80
8.03	ATMs accepting Visa cards*	56
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	**11**
9.02	Internet users*	**15**
9.03	Telephone lines*	34
9.04	Broadband Internet subscribers*	**19**
9.05	Mobile telephone subscribers*	75
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	106
10.02	Purchasing power parity*	132
10.03	Extent and effect of taxation	102
10.04	Fuel price levels*	135
10.05	Hotel price index*	70
	11th pillar: Human resources	
11.01	Primary education enrollment*	**2**
11.02	Secondary education enrollment*	23
11.03	Quality of the educational system	35
11.04	Local availability of research and training services	**13**
11.05	Extent of staff training	**6**
11.06	Hiring and firing practices	121
11.07	Ease of hiring foreign labor	114
11.08	HIV prevalence*	**1**
11.09	Business impact of HIV/AIDS	42
11.10	Life expectancy*	**1**
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	134
12.02	Attitude of population toward foreign visitors	91
12.03	Extension of business trips recommended	120
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	**17**
13.02	Protected areas*	60
13.03	Quality of the natural environment	**17**
13.04	Total known species*	56
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	**8**
14.02	Sports stadiums*	63
14.03	Number of international fairs and exhibitions*	**7**
14.04	Creative industries exports*	**13**

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Jordan

Key indicators

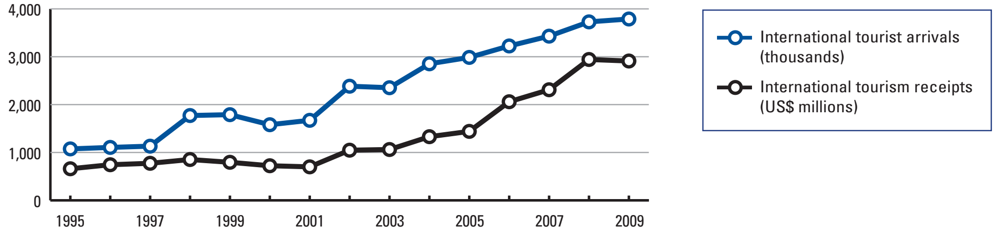
Population (millions), 2009	6.0
Surface area (1,000 square kilometers)	88.8
Gross domestic product (US$ billions), 2009	25.1
Gross domestic product (PPP, US$) per capita, 2009	5,547.7
Real GDP growth (percent), 2009	2.3
Environmental Performance Index, 2010 (out of 163 economies)	97

Travel & Tourism indicators

T&T industry, 2010 estimates		Percent of total	2011–2020 annual growth (%, forecast)
GDP (US$ millions)	2,169	9.0	6.7
Employment (1,000 jobs)	134	8.6	4.1
T&T economy, 2010 estimates			
GDP (US$ millions)	4,907	20.5	6.6
Employment (1,000 jobs)	293	18.9	4.0

Source: World Travel & Tourism Council, TSA Research 2010

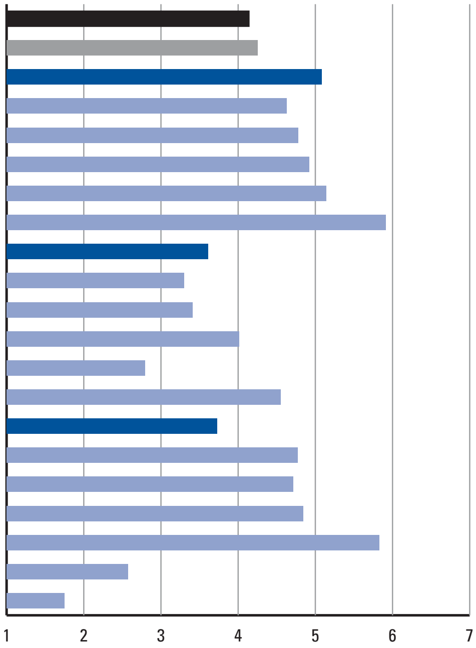
International tourist arrivals (thousands), 2009	3,788.9
International tourism receipts (US$ millions), 2009	2,911.0



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**64**	**4.1**
2009 Index	54	4.2
T&T regulatory framework	**37**	**5.1**
Policy rules and regulations	47	4.6
Environmental sustainability	54	4.8
Safety and security	64	4.9
Health and hygiene	57	5.1
Prioritization of Travel & Tourism	10	5.9
T&T business environment and infrastructure	**72**	**3.6**
Air transport infrastructure	60	3.3
Ground transport infrastructure	75	3.4
Tourism infrastructure	64	4.0
ICT infrastructure	85	2.8
Price competitiveness in the T&T industry	65	4.6
T&T human, cultural, and natural resources	**74**	**3.7**
Human resources	79	4.8
Education and training	64	4.7
Availability of qualified labor	97	4.8
Affinity for Travel & Tourism	10	5.8
Natural resources	102	2.6
Cultural resources	96	1.8



Note: For descriptions of variables and detailed sources, please refer to “How to the Read Country/Economy Profiles.”

Jordan

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	58
1.02	Property rights	**30**
1.03	Business impact of rules on FDI	**45**
1.04	Visa requirements*	**41**
1.05	Openness of bilateral Air Service Agreements*	**38**
1.06	Transparency of government policymaking	55
1.07	Time required to start a business*	**50**
1.08	Cost to start a business*	112
1.09	GATS commitments*	**29**
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	65
2.02	Enforcement of environmental regulation	57
2.03	Sustainability of T&T industry development	54
2.04	Carbon dioxide emissions*	68
2.05	Particulate matter concentration*	86
2.06	Threatened species*	86
2.07	Environmental treaty ratification*	**30**
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	65
3.02	Reliability of police services	**24**
3.03	Business costs of crime and violence	**21**
3.04	Road traffic accidents*	122
	4th pillar: Health and hygiene	
4.01	Physician density*	**43**
4.02	Access to improved sanitation*	**39**
4.03	Access to improved drinking water*	62
4.04	Hospital beds*	89
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	55
5.02	T&T government expenditure*	**7**
5.03	Effectiveness of marketing and branding	**50**
5.04	Comprehensiveness of annual T&T data*	**15**
5.05	Timeliness of providing monthly/quarterly T&T data*	66
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	**35**
6.02	Available seat kilometers, domestic*	79
6.03	Available seat kilometers, international*	61
6.04	Departures per 1,000 population*	**49**
6.05	Airport density*	84
6.06	Number of operating airlines*	**49**
6.07	International air transport network	**30**
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	**44**
7.02	Quality of railroad infrastructure	98
7.03	Quality of port infrastructure	64
7.04	Quality of ground transport network	**45**
7.05	Road density*	115

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	63
8.02	Presence of major car rental companies*	**1**
8.03	ATMs accepting Visa cards*	77
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	80
9.02	Internet users*	82
9.03	Telephone lines*	100
9.04	Broadband Internet subscribers*	77
9.05	Mobile telephone subscribers*	70
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	118
10.02	Purchasing power parity*	91
10.03	Extent and effect of taxation	92
10.04	Fuel price levels*	**20**
10.05	Hotel price index*	81
	11th pillar: Human resources	
11.01	Primary education enrollment*	101
11.02	Secondary education enrollment*	67
11.03	Quality of the educational system	55
11.04	Local availability of research and training services	**48**
11.05	Extent of staff training	101
11.06	Hiring and firing practices	92
11.07	Ease of hiring foreign labor	118
11.08	HIV prevalence*	**47**
11.09	Business impact of HIV/AIDS	**31**
11.10	Life expectancy*	74
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	**10**
12.02	Attitude of population toward foreign visitors	**37**
12.03	Extension of business trips recommended	**35**
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	75
13.02	Protected areas*	67
13.03	Quality of the natural environment	77
13.04	Total known species*	89
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	62
14.02	Sports stadiums*	98
14.03	Number of international fairs and exhibitions*	90
14.04	Creative industries exports*	66

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Kazakhstan

Key indicators

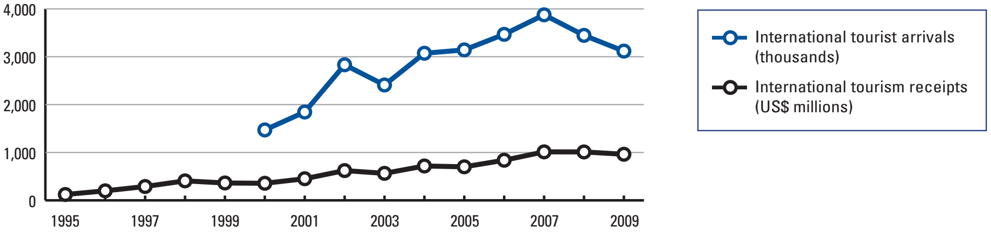
Population (millions), 2009	15.9
Surface area (1,000 square kilometers)	2,724.9
Gross domestic product (US$ billions), 2009	107.9
Gross domestic product (PPP, US$) per capita, 2009	11,678.6
Real GDP growth (percent), 2009	1.2
Environmental Performance Index, 2010 (out of 163 economies)	92

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	877	0.7	6.3
Employment (1,000 jobs)	48	0.6	0.0
T&T economy, 2010 estimates			
GDP (US$ millions)	9,038	7.7	6.1
Employment (1,000 jobs)	508	6.3	–0.1

Source: World Travel & Tourism Council, TSA Research 2010

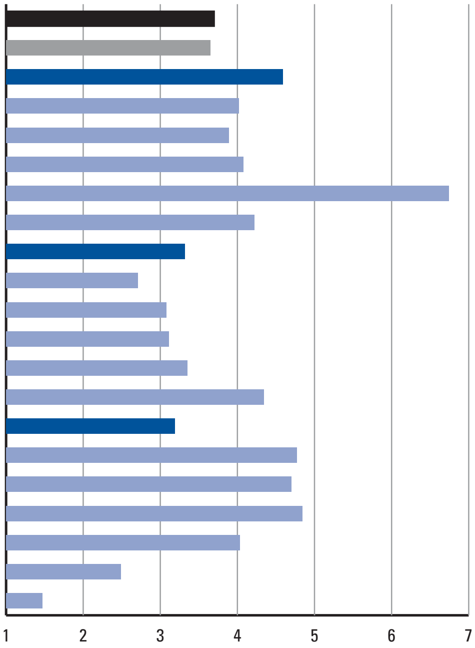
International tourist arrivals (thousands), 2009	3,118.0
International tourism receipts (US$ millions), 2009	962.8



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**93**	**3.7**
2009 Index	92	3.6
T&T regulatory framework	**65**	**4.6**
Policy rules and regulations	95	4.0
Environmental sustainability	129	3.9
Safety and security	108	4.1
Health and hygiene	9	6.7
Prioritization of Travel & Tourism	93	4.2
T&T business environment and infrastructure	**88**	**3.3**
Air transport infrastructure	86	2.7
Ground transport infrastructure	96	3.1
Tourism infrastructure	81	3.1
ICT infrastructure	61	3.4
Price competitiveness in the T&T industry	92	4.3
T&T human, cultural, and natural resources	**123**	**3.2**
Human resources	80	4.8
Education and training	65	4.7
Availability of qualified labor	95	4.8
Affinity for Travel & Tourism	126	4.0
Natural resources	107	2.5
Cultural resources	118	1.5



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Kazakhstan

The Travel & Tourism Competitiveness Index in detail

1st pillar: Policy rules and regulations

	INDICATOR	RANK/139
1.01	Prevalence of foreign ownership	113
1.02	Property rights	112
1.03	Business impact of rules on FDI	101
1.04	Visa requirements*	123
1.05	Openness of bilateral Air Service Agreements*	103
1.06	Transparency of government policymaking	75
1.07	Time required to start a business*	73
1.08	Cost to start a business*	**14**
1.09	GATS commitments*	n/a

2nd pillar: Environmental sustainability

	INDICATOR	RANK/139
2.01	Stringency of environmental regulation	98
2.02	Enforcement of environmental regulation	101
2.03	Sustainability of T&T industry development	115
2.04	Carbon dioxide emissions*	125
2.05	Particulate matter concentration*	**23**
2.06	Threatened species*	95
2.07	Environmental treaty ratification*	117

3rd pillar: Safety and security

	INDICATOR	RANK/139
3.01	Business costs of terrorism	81
3.02	Reliability of police services	113
3.03	Business costs of crime and violence	72
3.04	Road traffic accidents*	111

4th pillar: Health and hygiene

	INDICATOR	RANK/139
4.01	Physician density*	**9**
4.02	Access to improved sanitation*	**43**
4.03	Access to improved drinking water*	66
4.04	Hospital beds*	**11**

5th pillar: Prioritization of Travel & Tourism

	INDICATOR	RANK/139
5.01	Government prioritization of the T&T industry	114
5.02	T&T government expenditure*	**50**
5.03	Effectiveness of marketing and branding	124
5.04	Comprehensiveness of annual T&T data*	**28**
5.05	Timeliness of providing monthly/quarterly T&T data*	72

6th pillar: Air transport infrastructure

	INDICATOR	RANK/139
6.01	Quality of air transport infrastructure	95
6.02	Available seat kilometers, domestic*	**34**
6.03	Available seat kilometers, international*	77
6.04	Departures per 1,000 population*	85
6.05	Airport density*	**39**
6.06	Number of operating airlines*	61
6.07	International air transport network	87

7th pillar: Ground transport infrastructure

	INDICATOR	RANK/139
7.01	Quality of roads	124
7.02	Quality of railroad infrastructure	**32**
7.03	Quality of port infrastructure	111
7.04	Quality of ground transport network	67
7.05	Road density*	131

8th pillar: Tourism infrastructure

	INDICATOR	RANK/139
8.01	Hotel rooms*	94
8.02	Presence of major car rental companies*	112
8.03	ATMs accepting Visa cards*	**36**

9th pillar: ICT infrastructure

	INDICATOR	RANK/139
9.01	Extent of business Internet use	60
9.02	Internet users*	68
9.03	Telephone lines*	52
9.04	Broadband Internet subscribers*	73
9.05	Mobile telephone subscribers*	52

10th pillar: Price competitiveness in the T&T industry

	INDICATOR	RANK/139
10.01	Ticket taxes and airport charges*	66
10.02	Purchasing power parity*	78
10.03	Extent and effect of taxation	74
10.04	Fuel price levels*	**40**
10.05	Hotel price index*	110

11th pillar: Human resources

	INDICATOR	RANK/139
11.01	Primary education enrollment*	88
11.02	Secondary education enrollment*	**19**
11.03	Quality of the educational system	93
11.04	Local availability of research and training services	76
11.05	Extent of staff training	98
11.06	Hiring and firing practices	**29**
11.07	Ease of hiring foreign labor	105
11.08	HIV prevalence*	**20**
11.09	Business impact of HIV/AIDS	86
11.10	Life expectancy*	106

12th pillar: Affinity for Travel & Tourism

	INDICATOR	RANK/139
12.01	Tourism openness*	119
12.02	Attitude of population toward foreign visitors	92
12.03	Extension of business trips recommended	122

13th pillar: Natural resources

	INDICATOR	RANK/139
13.01	Number of World Heritage natural sites*	**43**
13.02	Protected areas*	114
13.03	Quality of the natural environment	126
13.04	Total known species*	59

14th pillar: Cultural resources

	INDICATOR	RANK/139
14.01	Number of World Heritage cultural sites*	89
14.02	Sports stadiums*	89
14.03	Number of international fairs and exhibitions*	99
14.04	Creative industries exports*	101

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Kenya

Key indicators

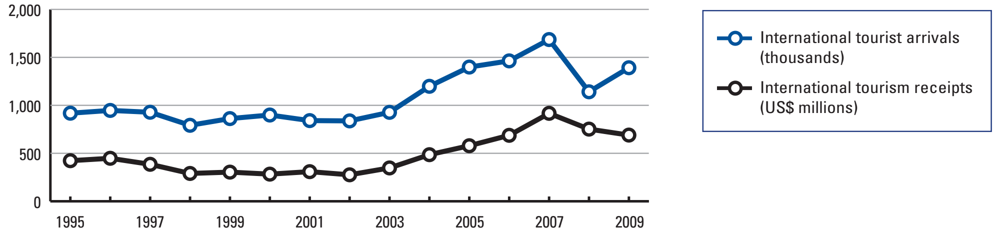
Population (millions), 2009	39.8
Surface area (1,000 square kilometers)	580.4
Gross domestic product (US$ billions), 2009	30.1
Gross domestic product (PPP, US$) per capita, 2009	1,727.6
Real GDP growth (percent), 2009	2.4
Environmental Performance Index, 2010 (out of 163 economies)	108

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	1,648	4.2	4.3
Employment (1,000 jobs)	202	3.4	2.6
T&T economy, 2010 estimates			
GDP (US$ millions)	3,541	9.0	4.8
Employment (1,000 jobs)	438	7.3	3.1

Source: World Travel & Tourism Council, TSA Research 2010

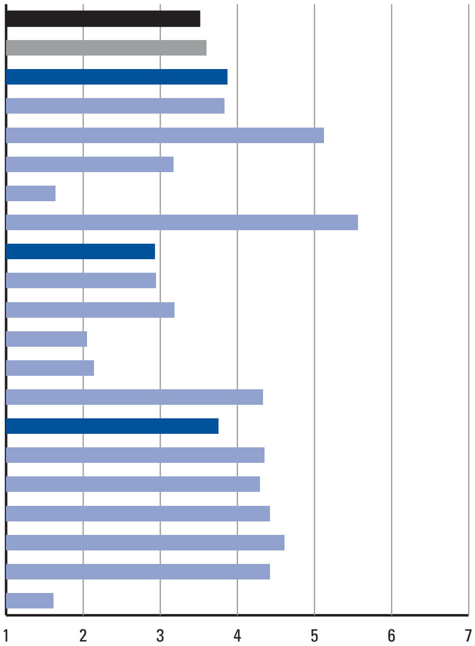
International tourist arrivals (thousands), 2009	1,392.0
International tourism receipts (US$ millions), 2009	689.9



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**103**	**3.5**
2009 Index	97	3.6
T&T regulatory framework	**113**	**3.9**
Policy rules and regulations	103	3.8
Environmental sustainability	26	5.1
Safety and security	139	3.2
Health and hygiene	130	1.6
Prioritization of Travel & Tourism	18	5.6
T&T business environment and infrastructure	**106**	**2.9**
Air transport infrastructure	72	2.9
Ground transport infrastructure	87	3.2
Tourism infrastructure	111	2.1
ICT infrastructure	112	2.1
Price competitiveness in the T&T industry	93	4.3
T&T human, cultural, and natural resources	**72**	**3.7**
Human resources	106	4.4
Education and training	93	4.3
Availability of qualified labor	123	4.4
Affinity for Travel & Tourism	70	4.6
Natural resources	28	4.4
Cultural resources	107	1.6



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Kenya

The Travel & Tourism Competitiveness Index in detail

1st pillar: Policy rules and regulations

	INDICATOR	RANK/139
1.01	Prevalence of foreign ownership	69
1.02	Property rights	103
1.03	Business impact of rules on FDI	84
1.04	Visa requirements*	95
1.05	Openness of bilateral Air Service Agreements*	119
1.06	Transparency of government policymaking	109
1.07	Time required to start a business*	105
1.08	Cost to start a business*	110
1.09	GATS commitments*	52

2nd pillar: Environmental sustainability

	INDICATOR	RANK/139
2.01	Stringency of environmental regulation	74
2.02	Enforcement of environmental regulation	69
2.03	Sustainability of T&T industry development	**27**
2.04	Carbon dioxide emissions*	**17**
2.05	Particulate matter concentration*	73
2.06	Threatened species*	62
2.07	Environmental treaty ratification*	**16**

3rd pillar: Safety and security

	INDICATOR	RANK/139
3.01	Business costs of terrorism	133
3.02	Reliability of police services	117
3.03	Business costs of crime and violence	124
3.04	Road traffic accidents*	125

4th pillar: Health and hygiene

	INDICATOR	RANK/139
4.01	Physician density*	117
4.02	Access to improved sanitation*	118
4.03	Access to improved drinking water*	126
4.04	Hospital beds*	104

5th pillar: Prioritization of Travel & Tourism

	INDICATOR	RANK/139
5.01	Government prioritization of the T&T industry	**41**
5.02	T&T government expenditure*	**20**
5.03	Effectiveness of marketing and branding	**19**
5.04	Comprehensiveness of annual T&T data*	72
5.05	Timeliness of providing monthly/quarterly T&T data*	**46**

6th pillar: Air transport infrastructure

	INDICATOR	RANK/139
6.01	Quality of air transport infrastructure	57
6.02	Available seat kilometers, domestic*	**47**
6.03	Available seat kilometers, international*	51
6.04	Departures per 1,000 population*	96
6.05	Airport density*	98
6.06	Number of operating airlines*	**48**
6.07	International air transport network	59

7th pillar: Ground transport infrastructure

	INDICATOR	RANK/139
7.01	Quality of roads	77
7.02	Quality of railroad infrastructure	74
7.03	Quality of port infrastructure	85
7.04	Quality of ground transport network	53
7.05	Road density*	107

8th pillar: Tourism infrastructure

	INDICATOR	RANK/139
8.01	Hotel rooms*	119
8.02	Presence of major car rental companies*	95
8.03	ATMs accepting Visa cards*	104

9th pillar: ICT infrastructure

	INDICATOR	RANK/139
9.01	Extent of business Internet use	73
9.02	Internet users*	103
9.03	Telephone lines*	119
9.04	Broadband Internet subscribers*	127
9.05	Mobile telephone subscribers*	115

10th pillar: Price competitiveness in the T&T industry

	INDICATOR	RANK/139
10.01	Ticket taxes and airport charges*	116
10.02	Purchasing power parity*	**35**
10.03	Extent and effect of taxation	122
10.04	Fuel price levels*	83
10.05	Hotel price index*	75

11th pillar: Human resources

	INDICATOR	RANK/139
11.01	Primary education enrollment*	120
11.02	Secondary education enrollment*	108
11.03	Quality of the educational system	**32**
11.04	Local availability of research and training services	56
11.05	Extent of staff training	70
11.06	Hiring and firing practices	**12**
11.07	Ease of hiring foreign labor	71
11.08	HIV prevalence*	129
11.09	Business impact of HIV/AIDS	127
11.10	Life expectancy*	123

12th pillar: Affinity for Travel & Tourism

	INDICATOR	RANK/139
12.01	Tourism openness*	100
12.02	Attitude of population toward foreign visitors	**31**
12.03	Extension of business trips recommended	59

13th pillar: Natural resources

	INDICATOR	RANK/139
13.01	Number of World Heritage natural sites*	**24**
13.02	Protected areas*	57
13.03	Quality of the natural environment	86
13.04	Total known species*	**14**

14th pillar: Cultural resources

	INDICATOR	RANK/139
14.01	Number of World Heritage cultural sites*	73
14.02	Sports stadiums*	112
14.03	Number of international fairs and exhibitions*	66
14.04	Creative industries exports*	82

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Korea, Rep.

Key indicators

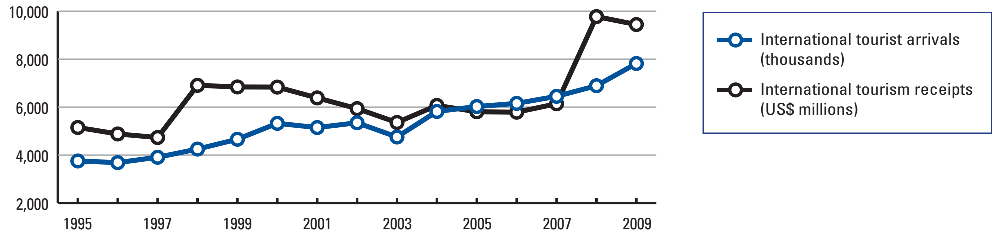
Population (millions), 2009	48.7
Surface area (1,000 square kilometers)	99.7
Gross domestic product (US$ billions), 2009	832.5
Gross domestic product (PPP, US$) per capita, 2009	27,938.2
Real GDP growth (percent), 2009	0.2
Environmental Performance Index, 2010 (out of 163 economies)	94

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	16,237	1.6	3.4
Employment (1,000 jobs)	561	2.4	0.9
T&T economy, 2010 estimates			
GDP (US$ millions)	70,795	7.1	4.6
Employment (1,000 jobs)	1,910	8.1	1.5

Source: World Travel & Tourism Council, TSA Research 2010

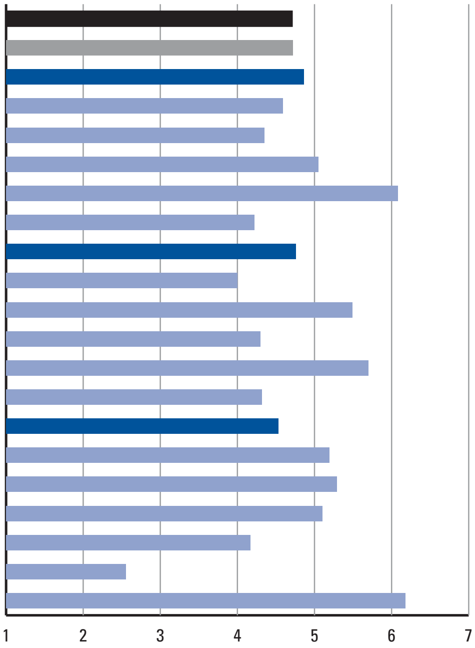
International tourist arrivals (thousands), 2009	7,817.5
International tourism receipts (US$ millions), 2009	9,442.0



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**32**	**4.7**
2009 Index	31	4.7
T&T regulatory framework	**50**	**4.9**
Policy rules and regulations	53	4.6
Environmental sustainability	81	4.4
Safety and security	60	5.0
Health and hygiene	28	6.1
Prioritization of Travel & Tourism	94	4.2
T&T business environment and infrastructure	**28**	**4.8**
Air transport infrastructure	40	4.0
Ground transport infrastructure	18	5.5
Tourism infrastructure	56	4.3
ICT infrastructure	8	5.7
Price competitiveness in the T&T industry	96	4.3
T&T human, cultural, and natural resources	**27**	**4.5**
Human resources	38	5.2
Education and training	32	5.3
Availability of qualified labor	66	5.1
Affinity for Travel & Tourism	120	4.2
Natural resources	103	2.6
Cultural resources	5	6.2



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Korea, Rep.

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	106
1.02	Property rights	54
1.03	Business impact of rules on FDI	97
1.04	Visa requirements*	**6**
1.05	Openness of bilateral Air Service Agreements*	43
1.06	Transparency of government policymaking	111
1.07	Time required to start a business*	57
1.08	Cost to start a business*	81
1.09	GATS commitments*	74
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	59
2.02	Enforcement of environmental regulation	50
2.03	Sustainability of T&T industry development	109
2.04	Carbon dioxide emissions*	117
2.05	Particulate matter concentration*	67
2.06	Threatened species*	117
2.07	Environmental treaty ratification*	**16**
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	91
3.02	Reliability of police services	46
3.03	Business costs of crime and violence	80
3.04	Road traffic accidents*	42
	4th pillar: Health and hygiene	
4.01	Physician density*	64
4.02	Access to improved sanitation*	**1**
4.03	Access to improved drinking water*	51
4.04	Hospital beds*	**4**
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	101
5.02	T&T government expenditure*	93
5.03	Effectiveness of marketing and branding	104
5.04	Comprehensiveness of annual T&T data*	93
5.05	Timeliness of providing monthly/quarterly T&T data*	**1**
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	**22**
6.02	Available seat kilometers, domestic*	**25**
6.03	Available seat kilometers, international*	**17**
6.04	Departures per 1,000 population*	50
6.05	Airport density*	111
6.06	Number of operating airlines*	33
6.07	International air transport network	37
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	**14**
7.02	Quality of railroad infrastructure	**10**
7.03	Quality of port infrastructure	**25**
7.04	Quality of ground transport network	**21**
7.05	Road density*	33

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	101
8.02	Presence of major car rental companies*	80
8.03	ATMs accepting Visa cards*	**1**
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	**3**
9.02	Internet users*	**9**
9.03	Telephone lines*	**10**
9.04	Broadband Internet subscribers*	**5**
9.05	Mobile telephone subscribers*	60
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	33
10.02	Purchasing power parity*	83
10.03	Extent and effect of taxation	81
10.04	Fuel price levels*	130
10.05	Hotel price index*	58
	11th pillar: Human resources	
11.01	Primary education enrollment*	**14**
11.02	Secondary education enrollment*	37
11.03	Quality of the educational system	57
11.04	Local availability of research and training services	39
11.05	Extent of staff training	42
11.06	Hiring and firing practices	115
11.07	Ease of hiring foreign labor	106
11.08	HIV prevalence*	**1**
11.09	Business impact of HIV/AIDS	41
11.10	Life expectancy*	**15**
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	106
12.02	Attitude of population toward foreign visitors	125
12.03	Extension of business trips recommended	81
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	43
13.02	Protected areas*	110
13.03	Quality of the natural environment	91
13.04	Total known species*	79
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	**10**
14.02	Sports stadiums*	32
14.03	Number of international fairs and exhibitions*	**17**
14.04	Creative industries exports*	**25**

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Kuwait

Key indicators

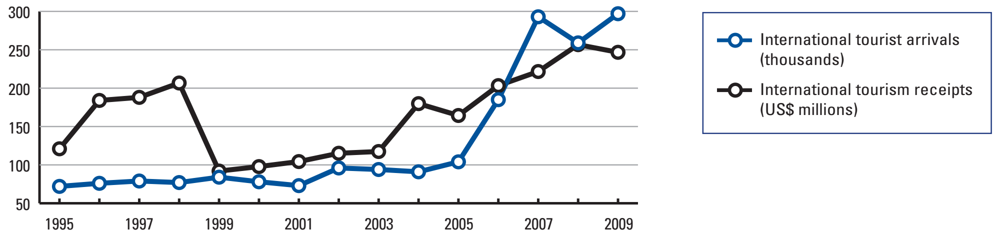
Population (millions), 2009	2.8
Surface area (1,000 square kilometers)	17.8
Gross domestic product (US$ billions), 2009	98.4
Gross domestic product (PPP, US$) per capita, 2009	37,849.4
Real GDP growth (percent), 2009	–4.8
Environmental Performance Index, 2010 (out of 163 economies)	113

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	811	0.6	4.1
Employment (1,000 jobs)	18	0.9	0.5
T&T economy, 2010 estimates			
GDP (US$ millions)	5,950	4.5	3.3
Employment (1,000 jobs)	89	4.3	1.3

Source: World Travel & Tourism Council, TSA Research 2010

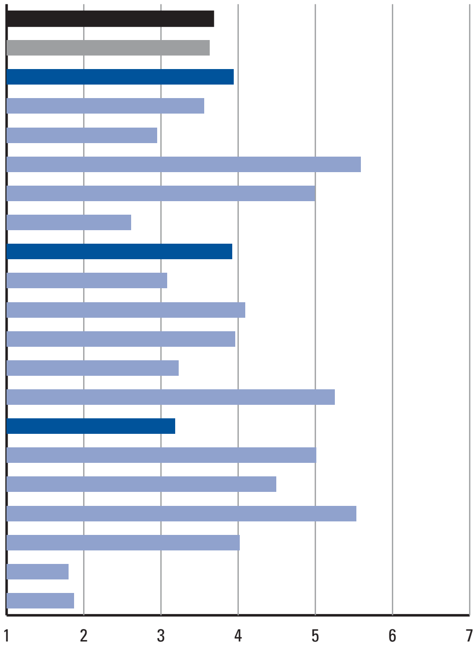
International tourist arrivals (thousands), 2009	297.0
International tourism receipts (US$ millions), 2009	246.7



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**95**	**3.7**
2009 Index	95	3.6
T&T regulatory framework	**108**	**3.9**
Policy rules and regulations	127	3.6
Environmental sustainability	139	3.0
Safety and security	31	5.6
Health and hygiene	62	5.0
Prioritization of Travel & Tourism	137	2.6
T&T business environment and infrastructure	**60**	**3.9**
Air transport infrastructure	67	3.1
Ground transport infrastructure	57	4.1
Tourism infrastructure	65	4.0
ICT infrastructure	69	3.2
Price competitiveness in the T&T industry	12	5.2
T&T human, cultural, and natural resources	**126**	**3.2**
Human resources	55	5.0
Education and training	81	4.5
Availability of qualified labor	16	5.5
Affinity for Travel & Tourism	127	4.0
Natural resources	138	1.8
Cultural resources	87	1.9



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Kuwait

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	136
1.02	Property rights	**46**
1.03	Business impact of rules on FDI	130
1.04	Visa requirements*	112
1.05	Openness of bilateral Air Service Agreements*	130
1.06	Transparency of government policymaking	118
1.07	Time required to start a business*	107
1.08	Cost to start a business*	**16**
1.09	GATS commitments*	108
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	101
2.02	Enforcement of environmental regulation	89
2.03	Sustainability of T&T industry development	132
2.04	Carbon dioxide emissions*	136
2.05	Particulate matter concentration*	125
2.06	Threatened species*	80
2.07	Environmental treaty ratification*	108
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	**50**
3.02	Reliability of police services	**39**
3.03	Business costs of crime and violence	**9**
3.04	Road traffic accidents*	75
	4th pillar: Health and hygiene	
4.01	Physician density*	63
4.02	Access to improved sanitation*	**1**
4.03	Access to improved drinking water*	**40**
4.04	Hospital beds*	89
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	138
5.02	T&T government expenditure*	124
5.03	Effectiveness of marketing and branding	136
5.04	Comprehensiveness of annual T&T data*	101
5.05	Timeliness of providing monthly/quarterly T&T data*	109
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	64
6.02	Available seat kilometers, domestic*	103
6.03	Available seat kilometers, international*	53
6.04	Departures per 1,000 population*	**40**
6.05	Airport density*	97
6.06	Number of operating airlines*	**46**
6.07	International air transport network	69
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	**40**
7.02	Quality of railroad infrastructure	n/a
7.03	Quality of port infrastructure	63
7.04	Quality of ground transport network	55
7.05	Road density*	68

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	75
8.02	Presence of major car rental companies*	**40**
8.03	ATMs accepting Visa cards*	57
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	94
9.02	Internet users*	63
9.03	Telephone lines*	70
9.04	Broadband Internet subscribers*	87
9.05	Mobile telephone subscribers*	**26**
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	**3**
10.02	Purchasing power parity*	101
10.03	Extent and effect of taxation	**6**
10.04	Fuel price levels*	**6**
10.05	Hotel price index*	108
	11th pillar: Human resources	
11.01	Primary education enrollment*	105
11.02	Secondary education enrollment*	62
11.03	Quality of the educational system	88
11.04	Local availability of research and training services	75
11.05	Extent of staff training	96
11.06	Hiring and firing practices	65
11.07	Ease of hiring foreign labor	**15**
11.08	HIV prevalence*	**48**
11.09	Business impact of HIV/AIDS	**39**
11.10	Life expectancy*	**31**
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	**32**
12.02	Attitude of population toward foreign visitors	132
12.03	Extension of business trips recommended	138
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	75
13.02	Protected areas*	127
13.03	Quality of the natural environment	122
13.04	Total known species*	127
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	122
14.02	Sports stadiums*	**30**
14.03	Number of international fairs and exhibitions*	106
14.04	Creative industries exports*	81

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Kyrgyz Republic

Key indicators

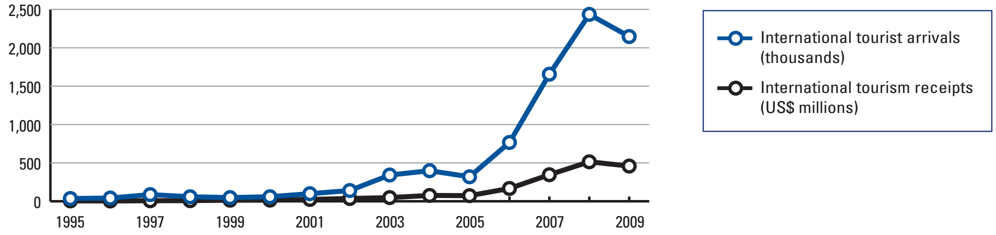
Population (millions), 2009	5.3
Surface area (1,000 square kilometers)	200.0
Gross domestic product (US$ billions), 2009	4.6
Gross domestic product (PPP, US$) per capita, 2009	2,250.3
Real GDP growth (percent), 2009	2.3
Environmental Performance Index, 2010 (out of 163 economies)	79

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	95	1.7	5.6
Employment (1,000 jobs)	31	1.4	2.0
T&T economy, 2010 estimates			
GDP (US$ millions)	343	6.3	6.3
Employment (1,000 jobs)	113	5.0	2.7

Source: World Travel & Tourism Council, TSA Research 2010

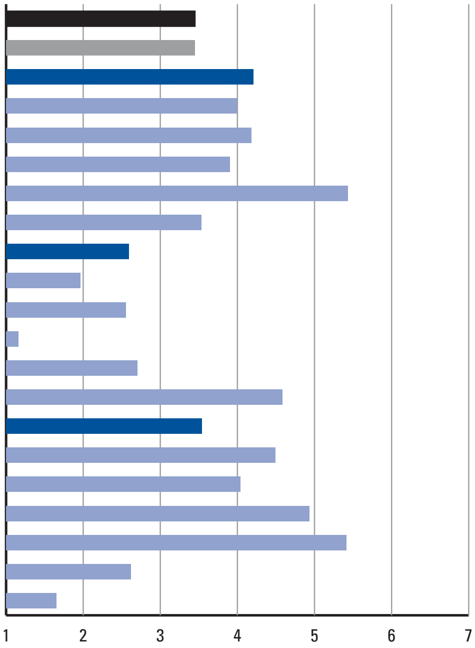
International tourist arrivals (thousands), 2009	2,146.7
International tourism receipts (US$ millions), 2009	458.8



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**107**	**3.4**
2009 Index	106	3.5
T&T regulatory framework	**95**	**4.2**
Policy rules and regulations	96	4.0
Environmental sustainability	100	4.2
Safety and security	120	3.9
Health and hygiene	51	5.4
Prioritization of Travel & Tourism	118	3.5
T&T business environment and infrastructure	**132**	**2.6**
Air transport infrastructure	132	2.0
Ground transport infrastructure	129	2.6
Tourism infrastructure	135	1.2
ICT infrastructure	91	2.7
Price competitiveness in the T&T industry	64	4.6
T&T human, cultural, and natural resources	**100**	**3.5**
Human resources	101	4.5
Education and training	107	4.0
Availability of qualified labor	86	4.9
Affinity for Travel & Tourism	16	5.4
Natural resources	97	2.6
Cultural resources	103	1.6



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Kyrgyz Republic

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	127
1.02	Property rights	132
1.03	Business impact of rules on FDI	135
1.04	Visa requirements*	103
1.05	Openness of bilateral Air Service Agreements*	123
1.06	Transparency of government policymaking	95
1.07	Time required to start a business*	**40**
1.08	Cost to start a business*	**37**
1.09	GATS commitments*	**17**
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	135
2.02	Enforcement of environmental regulation	135
2.03	Sustainability of T&T industry development	131
2.04	Carbon dioxide emissions*	**38**
2.05	Particulate matter concentration*	**34**
2.06	Threatened species*	66
2.07	Environmental treaty ratification*	130
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	116
3.02	Reliability of police services	130
3.03	Business costs of crime and violence	100
3.04	Road traffic accidents*	92
	4th pillar: Health and hygiene	
4.01	Physician density*	**48**
4.02	Access to improved sanitation*	58
4.03	Access to improved drinking water*	82
4.04	Hospital beds*	**35**
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	106
5.02	T&T government expenditure*	111
5.03	Effectiveness of marketing and branding	126
5.04	Comprehensiveness of annual T&T data*	98
5.05	Timeliness of providing monthly/quarterly T&T data*	102
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	132
6.02	Available seat kilometers, domestic*	86
6.03	Available seat kilometers, international*	113
6.04	Departures per 1,000 population*	99
6.05	Airport density*	96
6.06	Number of operating airlines*	97
6.07	International air transport network	131
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	118
7.02	Quality of railroad infrastructure	60
7.03	Quality of port infrastructure	139
7.04	Quality of ground transport network	70
7.05	Road density*	113

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	128
8.02	Presence of major car rental companies*	133
8.03	ATMs accepting Visa cards*	106
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	121
9.02	Internet users*	57
9.03	Telephone lines*	97
9.04	Broadband Internet subscribers*	104
9.05	Mobile telephone subscribers*	88
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	87
10.02	Purchasing power parity*	**10**
10.03	Extent and effect of taxation	106
10.04	Fuel price levels*	**37**
10.05	Hotel price index*	106
	11th pillar: Human resources	
11.01	Primary education enrollment*	117
11.02	Secondary education enrollment*	79
11.03	Quality of the educational system	91
11.04	Local availability of research and training services	120
11.05	Extent of staff training	124
11.06	Hiring and firing practices	**25**
11.07	Ease of hiring foreign labor	101
11.08	HIV prevalence*	68
11.09	Business impact of HIV/AIDS	107
11.10	Life expectancy*	103
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	**9**
12.02	Attitude of population toward foreign visitors	115
12.03	Extension of business trips recommended	95
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	75
13.02	Protected areas*	81
13.03	Quality of the natural environment	**39**
13.04	Total known species*	94
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	73
14.02	Sports stadiums*	104
14.03	Number of international fairs and exhibitions*	n/a
14.04	Creative industries exports*	109

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Latvia

Key indicators

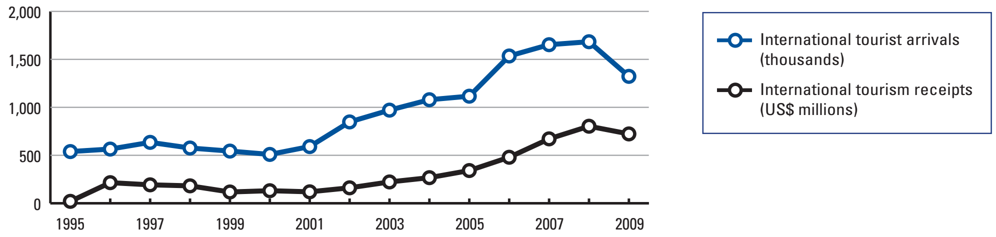
Population (millions), 2009	2.3
Surface area (1,000 square kilometers)	64.6
Gross domestic product (US$ billions), 2009	25.9
Gross domestic product (PPP, US$) per capita, 2009	14,290.9
Real GDP growth (percent), 2009	–18.0
Environmental Performance Index, 2010 (out of 163 economies)	21

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	407	1.5	7.3
Employment (1,000 jobs)	12	1.3	3.3
T&T economy, 2010 estimates			
GDP (US$ millions)	1,623	6.0	6.2
Employment (1,000 jobs)	49	5.1	2.3

Source: World Travel & Tourism Council, TSA Research 2010

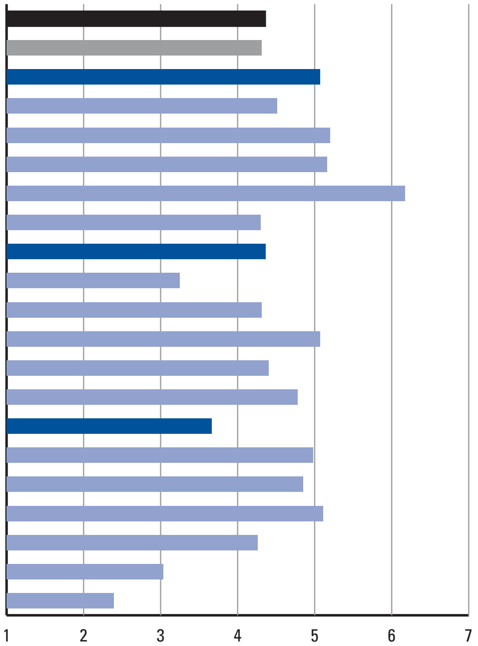
International tourist arrivals (thousands), 2009	1,323.0
International tourism receipts (US$ millions), 2009	723.0



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**51**	**4.4**
2009 Index	48	4.3
T&T regulatory framework	**38**	**5.1**
Policy rules and regulations	59	4.5
Environmental sustainability	21	5.2
Safety and security	53	5.2
Health and hygiene	26	6.2
Prioritization of Travel & Tourism	87	4.3
T&T business environment and infrastructure	**39**	**4.4**
Air transport infrastructure	63	3.3
Ground transport infrastructure	42	4.3
Tourism infrastructure	35	5.1
ICT infrastructure	36	4.4
Price competitiveness in the T&T industry	53	4.8
T&T human, cultural, and natural resources	**83**	**3.7**
Human resources	60	5.0
Education and training	60	4.8
Availability of qualified labor	65	5.1
Affinity for Travel & Tourism	112	4.3
Natural resources	73	3.0
Cultural resources	70	2.4



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Latvia

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	63
1.02	Property rights	71
1.03	Business impact of rules on FDI	103
1.04	Visa requirements*	**42**
1.05	Openness of bilateral Air Service Agreements*	117
1.06	Transparency of government policymaking	77
1.07	Time required to start a business*	67
1.08	Cost to start a business*	**18**
1.09	GATS commitments*	**49**
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	53
2.02	Enforcement of environmental regulation	52
2.03	Sustainability of T&T industry development	106
2.04	Carbon dioxide emissions*	65
2.05	Particulate matter concentration*	**13**
2.06	Threatened species*	**4**
2.07	Environmental treaty ratification*	**46**
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	**20**
3.02	Reliability of police services	75
3.03	Business costs of crime and violence	**43**
3.04	Road traffic accidents*	78
	4th pillar: Health and hygiene	
4.01	Physician density*	**33**
4.02	Access to improved sanitation*	83
4.03	Access to improved drinking water*	**40**
4.04	Hospital beds*	**12**
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	111
5.02	T&T government expenditure*	77
5.03	Effectiveness of marketing and branding	109
5.04	Comprehensiveness of annual T&T data*	**1**
5.05	Timeliness of providing monthly/quarterly T&T data*	72
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	**42**
6.02	Available seat kilometers, domestic*	103
6.03	Available seat kilometers, international*	84
6.04	Departures per 1,000 population*	**30**
6.05	Airport density*	55
6.06	Number of operating airlines*	92
6.07	International air transport network	57
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	98
7.02	Quality of railroad infrastructure	**33**
7.03	Quality of port infrastructure	52
7.04	Quality of ground transport network	51
7.05	Road density*	**32**

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	57
8.02	Presence of major car rental companies*	**1**
8.03	ATMs accepting Visa cards*	**33**
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	**37**
9.02	Internet users*	**28**
9.03	Telephone lines*	**44**
9.04	Broadband Internet subscribers*	**34**
9.05	Mobile telephone subscribers*	54
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	**13**
10.02	Purchasing power parity*	102
10.03	Extent and effect of taxation	117
10.04	Fuel price levels*	71
10.05	Hotel price index*	**7**
	11th pillar: Human resources	
11.01	Primary education enrollment*	91
11.02	Secondary education enrollment*	**35**
11.03	Quality of the educational system	64
11.04	Local availability of research and training services	68
11.05	Extent of staff training	76
11.06	Hiring and firing practices	**48**
11.07	Ease of hiring foreign labor	74
11.08	HIV prevalence*	96
11.09	Business impact of HIV/AIDS	64
11.10	Life expectancy*	84
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	54
12.02	Attitude of population toward foreign visitors	130
12.03	Extension of business trips recommended	111
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	75
13.02	Protected areas*	**32**
13.03	Quality of the natural environment	**37**
13.04	Total known species*	115
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	62
14.02	Sports stadiums*	**44**
14.03	Number of international fairs and exhibitions*	55
14.04	Creative industries exports*	63

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Lebanon

Key indicators

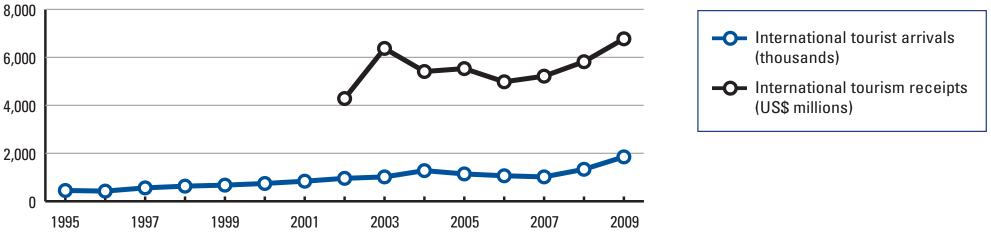
Population (millions), 2009	4.2
Surface area (1,000 square kilometers)	10.4
Gross domestic product (US$ billions), 2009	34.5
Gross domestic product (PPP, US$) per capita, 2009	14,267.9
Real GDP growth (percent), 2009	9.0
Environmental Performance Index, 2010 (out of 163 economies)	90

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	4,393	13.3	5.8
Employment (1,000 jobs)	199	13.7	3.2
T&T economy, 2010 estimates			
GDP (US$ millions)	12,389	37.6	5.7
Employment (1,000 jobs)	553	38.0	3.1

Source: World Travel & Tourism Council, TSA Research 2010

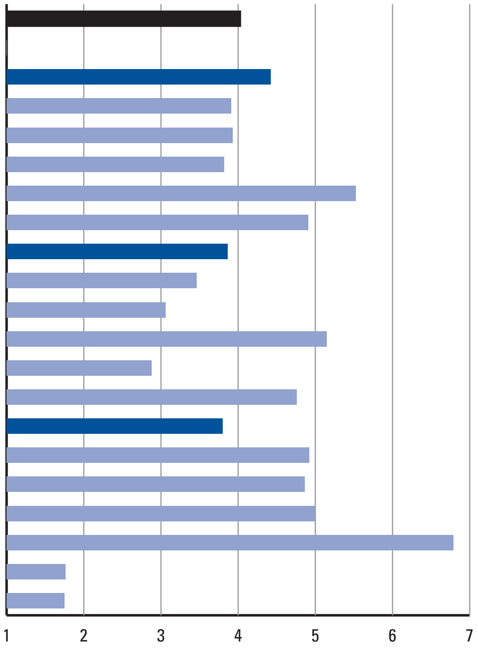
International tourist arrivals (thousands), 2009	1,851.1
International tourism receipts (US$ millions), 2009	6,774.1



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**70**	**4.0**
2009 Index	n/a	n/a
T&T regulatory framework	**78**	**4.4**
Policy rules and regulations	98	3.9
Environmental sustainability	125	3.9
Safety and security	123	3.8
Health and hygiene	48	5.5
Prioritization of Travel & Tourism	39	4.9
T&T business environment and infrastructure	**63**	**3.9**
Air transport infrastructure	56	3.5
Ground transport infrastructure	100	3.1
Tourism infrastructure	29	5.2
ICT infrastructure	80	2.9
Price competitiveness in the T&T industry	55	4.8
T&T human, cultural, and natural resources	**69**	**3.8**
Human resources	64	4.9
Education and training	58	4.9
Availability of qualified labor	82	5.0
Affinity for Travel & Tourism	1	6.8
Natural resources	139	1.8
Cultural resources	98	1.7



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Lebanon

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	98
1.02	Property rights	57
1.03	Business impact of rules on FDI	61
1.04	Visa requirements*	83
1.05	Openness of bilateral Air Service Agreements*	66
1.06	Transparency of government policymaking	104
1.07	Time required to start a business*	**35**
1.08	Cost to start a business*	122
1.09	GATS commitments*	n/a
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	139
2.02	Enforcement of environmental regulation	139
2.03	Sustainability of T&T industry development	124
2.04	Carbon dioxide emissions*	64
2.05	Particulate matter concentration*	72
2.06	Threatened species*	73
2.07	Environmental treaty ratification*	108
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	136
3.02	Reliability of police services	108
3.03	Business costs of crime and violence	62
3.04	Road traffic accidents*	107
	4th pillar: Health and hygiene	
4.01	Physician density*	**27**
4.02	Access to improved sanitation*	n/a
4.03	Access to improved drinking water*	**1**
4.04	Hospital beds*	52
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	60
5.02	T&T government expenditure*	**12**
5.03	Effectiveness of marketing and branding	113
5.04	Comprehensiveness of annual T&T data*	119
5.05	Timeliness of providing monthly/quarterly T&T data*	101
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	**36**
6.02	Available seat kilometers, domestic*	103
6.03	Available seat kilometers, international*	65
6.04	Departures per 1,000 population*	n/a
6.05	Airport density*	116
6.06	Number of operating airlines*	**41**
6.07	International air transport network	**41**
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	101
7.02	Quality of railroad infrastructure	116
7.03	Quality of port infrastructure	55
7.04	Quality of ground transport network	133
7.05	Road density*	**47**

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	60
8.02	Presence of major car rental companies*	**1**
8.03	ATMs accepting Visa cards*	**29**
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	66
9.02	Internet users*	88
9.03	Telephone lines*	69
9.04	Broadband Internet subscribers*	63
9.05	Mobile telephone subscribers*	107
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	79
10.02	Purchasing power parity*	84
10.03	Extent and effect of taxation	**22**
10.04	Fuel price levels*	**30**
10.05	Hotel price index*	96
	11th pillar: Human resources	
11.01	Primary education enrollment*	92
11.02	Secondary education enrollment*	84
11.03	Quality of the educational system	**16**
11.04	Local availability of research and training services	53
11.05	Extent of staff training	102
11.06	Hiring and firing practices	53
11.07	Ease of hiring foreign labor	120
11.08	HIV prevalence*	**20**
11.09	Business impact of HIV/AIDS	59
11.10	Life expectancy*	74
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	**1**
12.02	Attitude of population toward foreign visitors	**3**
12.03	Extension of business trips recommended	**3**
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	75
13.02	Protected areas*	136
13.03	Quality of the natural environment	131
13.04	Total known species*	113
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	53
14.02	Sports stadiums*	138
14.03	Number of international fairs and exhibitions*	112
14.04	Creative industries exports*	58

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Lesotho

Key indicators

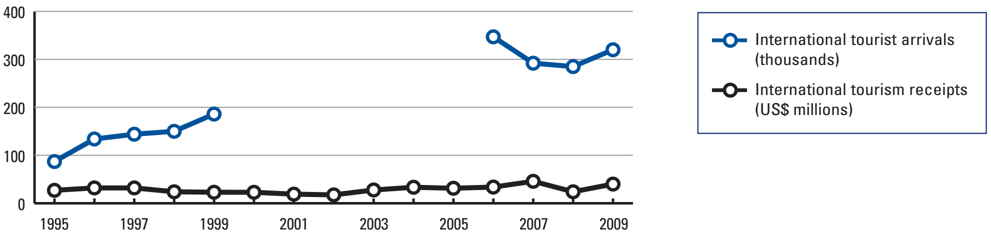
Population (millions), 2009	2.1
Surface area (1,000 square kilometers)	30.4
Gross domestic product (US$ billions), 2009	1.6
Gross domestic product (PPP, US$) per capita, 2009	1,209.7
Real GDP growth (percent), 2009	0.9
Environmental Performance Index, 2010 (out of 163 economies)	n/a

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	19	0.9	6.3
Employment (1,000 jobs)	4	0.8	2.7
T&T economy, 2010 estimates			
GDP (US$ millions)	50	2.5	5.8
Employment (1,000 jobs)	10	2.0	2.1

Source: World Travel & Tourism Council, TSA Research 2010

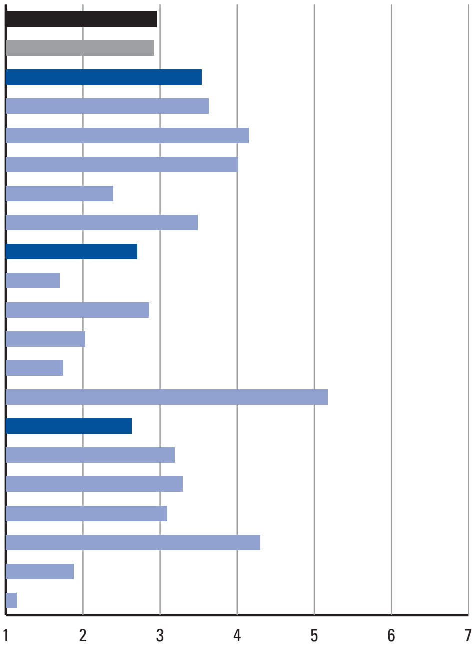
International tourist arrivals (thousands), 2009	320.0
International tourism receipts (US$ millions), 2009	40.0



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**135**	**3.0**
2009 Index	132	2.9
T&T regulatory framework	**125**	**3.5**
Policy rules and regulations	121	3.6
Environmental sustainability	106	4.1
Safety and security	114	4.0
Health and hygiene	118	2.4
Prioritization of Travel & Tourism	120	3.5
T&T business environment and infrastructure	**123**	**2.7**
Air transport infrastructure	139	1.7
Ground transport infrastructure	112	2.9
Tourism infrastructure	113	2.0
ICT infrastructure	132	1.7
Price competitiveness in the T&T industry	22	5.2
T&T human, cultural, and natural resources	**138**	**2.6**
Human resources	137	3.2
Education and training	128	3.3
Availability of qualified labor	136	3.1
Affinity for Travel & Tourism	106	4.3
Natural resources	135	1.9
Cultural resources	132	1.1



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Lesotho

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	61
1.02	Property rights	101
1.03	Business impact of rules on FDI	80
1.04	Visa requirements*	**38**
1.05	Openness of bilateral Air Service Agreements*	133
1.06	Transparency of government policymaking	122
1.07	Time required to start a business*	115
1.08	Cost to start a business*	99
1.09	GATS commitments*	111
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	116
2.02	Enforcement of environmental regulation	114
2.03	Sustainability of T&T industry development	95
2.04	Carbon dioxide emissions*	n/a
2.05	Particulate matter concentration*	80
2.06	Threatened species*	**31**
2.07	Environmental treaty ratification*	108
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	90
3.02	Reliability of police services	102
3.03	Business costs of crime and violence	111
3.04	Road traffic accidents*	103
	4th pillar: Health and hygiene	
4.01	Physician density*	130
4.02	Access to improved sanitation*	121
4.03	Access to improved drinking water*	99
4.04	Hospital beds*	100
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	105
5.02	T&T government expenditure*	123
5.03	Effectiveness of marketing and branding	80
5.04	Comprehensiveness of annual T&T data*	88
5.05	Timeliness of providing monthly/quarterly T&T data*	109
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	139
6.02	Available seat kilometers, domestic*	103
6.03	Available seat kilometers, international*	138
6.04	Departures per 1,000 population*	n/a
6.05	Airport density*	86
6.06	Number of operating airlines*	138
6.07	International air transport network	138
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	109
7.02	Quality of railroad infrastructure	n/a
7.03	Quality of port infrastructure	118
7.04	Quality of ground transport network	117
7.05	Road density*	86

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	105
8.02	Presence of major car rental companies*	95
8.03	ATMs accepting Visa cards*	121
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	136
9.02	Internet users*	123
9.03	Telephone lines*	118
9.04	Broadband Internet subscribers*	129
9.05	Mobile telephone subscribers*	128
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	**4**
10.02	Purchasing power parity*	57
10.03	Extent and effect of taxation	80
10.04	Fuel price levels*	**35**
10.05	Hotel price index*	n/a
	11th pillar: Human resources	
11.01	Primary education enrollment*	130
11.02	Secondary education enrollment*	121
11.03	Quality of the educational system	77
11.04	Local availability of research and training services	117
11.05	Extent of staff training	83
11.06	Hiring and firing practices	68
11.07	Ease of hiring foreign labor	**44**
11.08	HIV prevalence*	137
11.09	Business impact of HIV/AIDS	137
11.10	Life expectancy*	136
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	96
12.02	Attitude of population toward foreign visitors	103
12.03	Extension of business trips recommended	97
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	75
13.02	Protected areas*	135
13.03	Quality of the natural environment	108
13.04	Total known species*	122
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	122
14.02	Sports stadiums*	107
14.03	Number of international fairs and exhibitions*	129
14.04	Creative industries exports*	n/a

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Libya

Key indicators

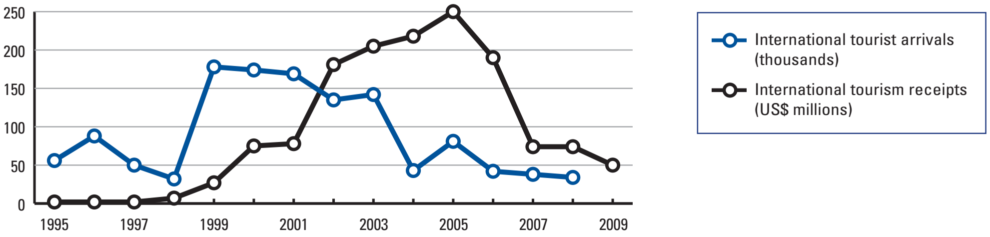
Population (millions), 2009	6.4
Surface area (1,000 square kilometers)	1,759.5
Gross domestic product (US$ billions), 2009	60.2
Gross domestic product (PPP, US$) per capita, 2009	13,599.3
Real GDP growth (percent), 2009	–2.3
Environmental Performance Index, 2010 (out of 163 economies)	117

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	1,505	1.6	9.0
Employment (1,000 jobs)	43	2.3	5.4
T&T economy, 2010 estimates			
GDP (US$ millions)	8,554	9.4	5.7
Employment (1,000 jobs)	167	9.1	2.7

Source: World Travel & Tourism Council, TSA Research 2010

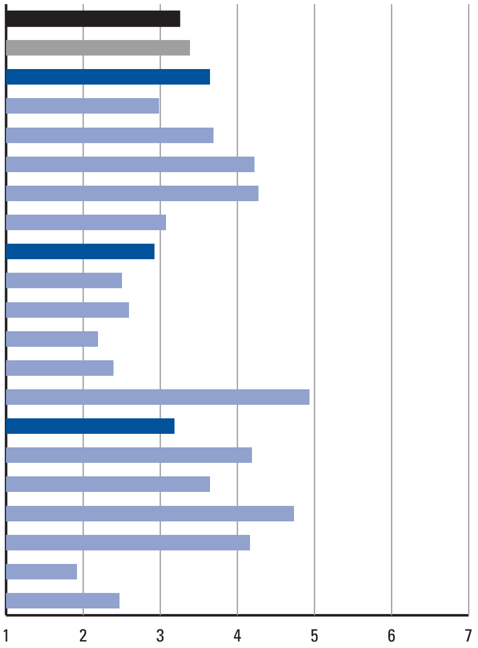
International tourist arrivals (thousands), 2008	34.0
International tourism receipts (US$ millions), 2009	50.0



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**124**	**3.2**
2009 Index	112	3.4
T&T regulatory framework	**122**	**3.6**
Policy rules and regulations	135	3.0
Environmental sustainability	134	3.7
Safety and security	100	4.2
Health and hygiene	83	4.3
Prioritization of Travel & Tourism	132	3.1
T&T business environment and infrastructure	**107**	**2.9**
Air transport infrastructure	99	2.5
Ground transport infrastructure	127	2.6
Tourism infrastructure	107	2.2
ICT infrastructure	101	2.4
Price competitiveness in the T&T industry	39	4.9
T&T human, cultural, and natural resources	**125**	**3.2**
Human resources	115	4.2
Education and training	121	3.6
Availability of qualified labor	104	4.7
Affinity for Travel & Tourism	122	4.2
Natural resources	134	1.9
Cultural resources	66	2.5



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Libya

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	130
1.02	Property rights	111
1.03	Business impact of rules on FDI	121
1.04	Visa requirements*	117
1.05	Openness of bilateral Air Service Agreements*	58
1.06	Transparency of government policymaking	135
1.07	Time required to start a business*	n/a
1.08	Cost to start a business*	n/a
1.09	GATS commitments*	n/a
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	131
2.02	Enforcement of environmental regulation	98
2.03	Sustainability of T&T industry development	121
2.04	Carbon dioxide emissions*	110
2.05	Particulate matter concentration*	122
2.06	Threatened species*	65
2.07	Environmental treaty ratification*	**46**
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	**39**
3.02	Reliability of police services	100
3.03	Business costs of crime and violence	**24**
3.04	Road traffic accidents*	134
	4th pillar: Health and hygiene	
4.01	Physician density*	78
4.02	Access to improved sanitation*	**43**
4.03	Access to improved drinking water*	117
4.04	Hospital beds*	**48**
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	129
5.02	T&T government expenditure*	87
5.03	Effectiveness of marketing and branding	121
5.04	Comprehensiveness of annual T&T data*	118
5.05	Timeliness of providing monthly/quarterly T&T data*	123
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	133
6.02	Available seat kilometers, domestic*	**45**
6.03	Available seat kilometers, international*	75
6.04	Departures per 1,000 population*	80
6.05	Airport density*	**26**
6.06	Number of operating airlines*	72
6.07	International air transport network	125
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	97
7.02	Quality of railroad infrastructure	n/a
7.03	Quality of port infrastructure	116
7.04	Quality of ground transport network	137
7.05	Road density*	127

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	84
8.02	Presence of major car rental companies*	95
8.03	ATMs accepting Visa cards*	113
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	119
9.02	Internet users*	116
9.03	Telephone lines*	76
9.04	Broadband Internet subscribers*	111
9.05	Mobile telephone subscribers*	90
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	**2**
10.02	Purchasing power parity*	75
10.03	Extent and effect of taxation	**34**
10.04	Fuel price levels*	**2**
10.05	Hotel price index*	114
	11th pillar: Human resources	
11.01	Primary education enrollment*	n/a
11.02	Secondary education enrollment*	51
11.03	Quality of the educational system	138
11.04	Local availability of research and training services	134
11.05	Extent of staff training	110
11.06	Hiring and firing practices	130
11.07	Ease of hiring foreign labor	111
11.08	HIV prevalence*	**48**
11.09	Business impact of HIV/AIDS	89
11.10	Life expectancy*	64
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	107
12.02	Attitude of population toward foreign visitors	105
12.03	Extension of business trips recommended	107
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	75
13.02	Protected areas*	138
13.03	Quality of the natural environment	101
13.04	Total known species*	111
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	53
14.02	Sports stadiums*	55
14.03	Number of international fairs and exhibitions*	125
14.04	Creative industries exports*	n/a

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Lithuania

Key indicators

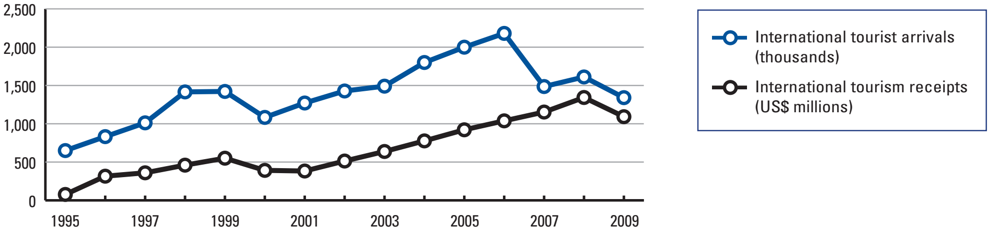
Population (millions), 2009	3.3
Surface area (1,000 square kilometers)	65.3
Gross domestic product (US$ billions), 2009	37.1
Gross domestic product (PPP, US$) per capita, 2009	16,529.5
Real GDP growth (percent), 2009	–14.8
Environmental Performance Index, 2010 (out of 163 economies)	37

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	425	1.0	5.7
Employment (1,000 jobs)	12	0.9	0.5
T&T economy, 2010 estimates			
GDP (US$ millions)	2,094	5.1	6.6
Employment (1,000 jobs)	57	4.3	1.4

Source: World Travel & Tourism Council, TSA Research 2010

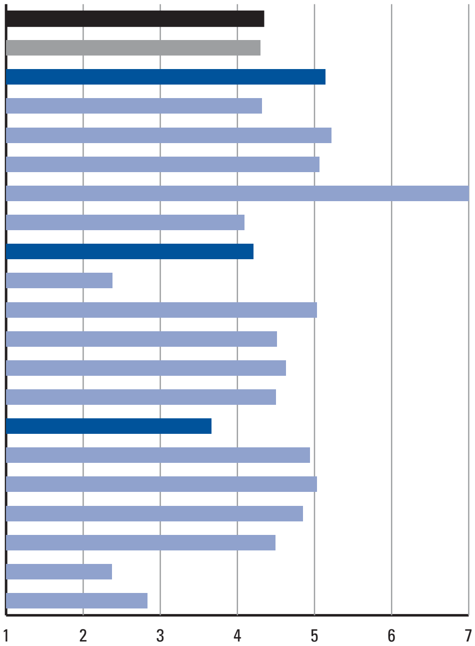
International tourist arrivals (thousands), 2009	1,341.0
International tourism receipts (US$ millions), 2009	1,092.3



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**55**	**4.3**
2009 Index	49	4.3
T&T regulatory framework	**33**	**5.1**
Policy rules and regulations	83	4.3
Environmental sustainability	19	5.2
Safety and security	59	5.1
Health and hygiene	1	7.0
Prioritization of Travel & Tourism	97	4.1
T&T business environment and infrastructure	**46**	**4.2**
Air transport infrastructure	107	2.4
Ground transport infrastructure	26	5.0
Tourism infrastructure	50	4.5
ICT infrastructure	32	4.6
Price competitiveness in the T&T industry	73	4.5
T&T human, cultural, and natural resources	**85**	**3.7**
Human resources	62	4.9
Education and training	43	5.0
Availability of qualified labor	92	4.9
Affinity for Travel & Tourism	84	4.5
Natural resources	114	2.4
Cultural resources	57	2.8



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Lithuania

The Travel & Tourism Competitiveness Index in detail

1st pillar: Policy rules and regulations

	INDICATOR	RANK/139
1.01	Prevalence of foreign ownership	99
1.02	Property rights	68
1.03	Business impact of rules on FDI	124
1.04	Visa requirements*	**42**
1.05	Openness of bilateral Air Service Agreements*	91
1.06	Transparency of government policymaking	**45**
1.07	Time required to start a business*	83
1.08	Cost to start a business*	**31**
1.09	GATS commitments*	95

2nd pillar: Environmental sustainability

	INDICATOR	RANK/139
2.01	Stringency of environmental regulation	**35**
2.02	Enforcement of environmental regulation	**41**
2.03	Sustainability of T&T industry development	117
2.04	Carbon dioxide emissions*	76
2.05	Particulate matter concentration*	**24**
2.06	Threatened species*	**14**
2.07	Environmental treaty ratification*	**30**

3rd pillar: Safety and security

	INDICATOR	RANK/139
3.01	Business costs of terrorism	**5**
3.02	Reliability of police services	76
3.03	Business costs of crime and violence	**37**
3.04	Road traffic accidents*	91

4th pillar: Health and hygiene

	INDICATOR	RANK/139
4.01	Physician density*	**5**
4.02	Access to improved sanitation*	n/a
4.03	Access to improved drinking water*	n/a
4.04	Hospital beds*	**6**

5th pillar: Prioritization of Travel & Tourism

	INDICATOR	RANK/139
5.01	Government prioritization of the T&T industry	124
5.02	T&T government expenditure*	78
5.03	Effectiveness of marketing and branding	122
5.04	Comprehensiveness of annual T&T data*	**15**
5.05	Timeliness of providing monthly/quarterly T&T data*	66

6th pillar: Air transport infrastructure

	INDICATOR	RANK/139
6.01	Quality of air transport infrastructure	114
6.02	Available seat kilometers, domestic*	103
6.03	Available seat kilometers, international*	104
6.04	Departures per 1,000 population*	58
6.05	Airport density*	53
6.06	Number of operating airlines*	81
6.07	International air transport network	127

7th pillar: Ground transport infrastructure

	INDICATOR	RANK/139
7.01	Quality of roads	**32**
7.02	Quality of railroad infrastructure	**28**
7.03	Quality of port infrastructure	**50**
7.04	Quality of ground transport network	**33**
7.05	Road density*	**29**

8th pillar: Tourism infrastructure

	INDICATOR	RANK/139
8.01	Hotel rooms*	64
8.02	Presence of major car rental companies*	**1**
8.03	ATMs accepting Visa cards*	**48**

9th pillar: ICT infrastructure

	INDICATOR	RANK/139
9.01	Extent of business Internet use	**5**
9.02	Internet users*	**34**
9.03	Telephone lines*	57
9.04	Broadband Internet subscribers*	**32**
9.05	Mobile telephone subscribers*	**10**

10th pillar: Price competitiveness in the T&T industry

	INDICATOR	RANK/139
10.01	Ticket taxes and airport charges*	102
10.02	Purchasing power parity*	89
10.03	Extent and effect of taxation	126
10.04	Fuel price levels*	72
10.05	Hotel price index*	**16**

11th pillar: Human resources

	INDICATOR	RANK/139
11.01	Primary education enrollment*	76
11.02	Secondary education enrollment*	**32**
11.03	Quality of the educational system	70
11.04	Local availability of research and training services	**38**
11.05	Extent of staff training	64
11.06	Hiring and firing practices	107
11.07	Ease of hiring foreign labor	100
11.08	HIV prevalence*	**20**
11.09	Business impact of HIV/AIDS	**35**
11.10	Life expectancy*	74

12th pillar: Affinity for Travel & Tourism

	INDICATOR	RANK/139
12.01	Tourism openness*	51
12.02	Attitude of population toward foreign visitors	109
12.03	Extension of business trips recommended	99

13th pillar: Natural resources

	INDICATOR	RANK/139
13.01	Number of World Heritage natural sites*	75
13.02	Protected areas*	104
13.03	Quality of the natural environment	**46**
13.04	Total known species*	123

14th pillar: Cultural resources

	INDICATOR	RANK/139
14.01	Number of World Heritage cultural sites*	**38**
14.02	Sports stadiums*	61
14.03	Number of international fairs and exhibitions*	**50**
14.04	Creative industries exports*	**43**

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Luxembourg

Key indicators

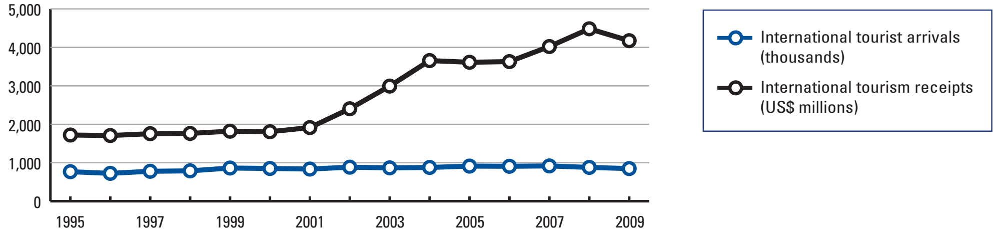
Population (millions), 2009	0.5
Surface area (1,000 square kilometers)	2.6
Gross domestic product (US$ billions), 2009	52.4
Gross domestic product (PPP, US$) per capita, 2009	78,409.5
Real GDP growth (percent), 2009	–4.1
Environmental Performance Index, 2010 (out of 163 economies)	41

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	1,466	2.7	3.1
Employment (1,000 jobs)	8	3.7	1.4
T&T economy, 2010 estimates			
GDP (US$ millions)	4,457	8.3	3.6
Employment (1,000 jobs)	25	11.7	2.0

Source: World Travel & Tourism Council, TSA Research 2010

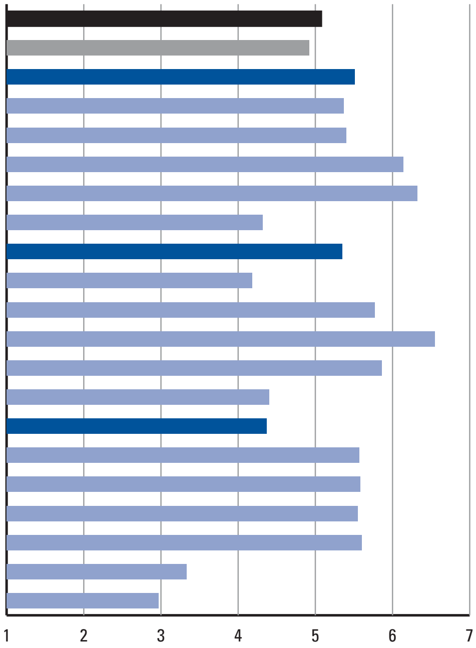
International tourist arrivals (thousands), 2009	848.5
International tourism receipts (US$ millions), 2009	4,173.9



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**15**	**5.1**
2009 Index	23	4.9
T&T regulatory framework	**14**	**5.5**
Policy rules and regulations	6	5.4
Environmental sustainability	16	5.4
Safety and security	11	6.1
Health and hygiene	21	6.3
Prioritization of Travel & Tourism	85	4.3
T&T business environment and infrastructure	**7**	**5.4**
Air transport infrastructure	36	4.2
Ground transport infrastructure	12	5.8
Tourism infrastructure	12	6.5
ICT infrastructure	5	5.9
Price competitiveness in the T&T industry	86	4.4
T&T human, cultural, and natural resources	**38**	**4.4**
Human resources	17	5.6
Education and training	22	5.6
Availability of qualified labor	14	5.6
Affinity for Travel & Tourism	13	5.6
Natural resources	65	3.3
Cultural resources	50	3.0



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Luxembourg

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	**5**
1.02	Property rights	**6**
1.03	Business impact of rules on FDI	**4**
1.04	Visa requirements*	42
1.05	Openness of bilateral Air Service Agreements*	15
1.06	Transparency of government policymaking	**4**
1.07	Time required to start a business*	73
1.08	Cost to start a business*	25
1.09	GATS commitments*	65
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	**10**
2.02	Enforcement of environmental regulation	**7**
2.03	Sustainability of T&T industry development	21
2.04	Carbon dioxide emissions*	132
2.05	Particulate matter concentration*	**8**
2.06	Threatened species*	**1**
2.07	Environmental treaty ratification*	16
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	35
3.02	Reliability of police services	16
3.03	Business costs of crime and violence	**13**
3.04	Road traffic accidents*	21
	4th pillar: Health and hygiene	
4.01	Physician density*	36
4.02	Access to improved sanitation*	**1**
4.03	Access to improved drinking water*	**1**
4.04	Hospital beds*	22
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	68
5.02	T&T government expenditure*	88
5.03	Effectiveness of marketing and branding	55
5.04	Comprehensiveness of annual T&T data*	88
5.05	Timeliness of providing monthly/quarterly T&T data*	96
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	27
6.02	Available seat kilometers, domestic*	103
6.03	Available seat kilometers, international*	114
6.04	Departures per 1,000 population*	**1**
6.05	Airport density*	22
6.06	Number of operating airlines*	108
6.07	International air transport network	45
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	**11**
7.02	Quality of railroad infrastructure	17
7.03	Quality of port infrastructure	29
7.04	Quality of ground transport network	26
7.05	Road density*	**11**

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	15
8.02	Presence of major car rental companies*	40
8.03	ATMs accepting Visa cards*	**6**
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	31
9.02	Internet users*	**5**
9.03	Telephone lines*	**9**
9.04	Broadband Internet subscribers*	**7**
9.05	Mobile telephone subscribers*	**12**
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	**6**
10.02	Purchasing power parity*	134
10.03	Extent and effect of taxation	**7**
10.04	Fuel price levels*	112
10.05	Hotel price index*	51
	11th pillar: Human resources	
11.01	Primary education enrollment*	53
11.02	Secondary education enrollment*	43
11.03	Quality of the educational system	36
11.04	Local availability of research and training services	28
11.05	Extent of staff training	**5**
11.06	Hiring and firing practices	112
11.07	Ease of hiring foreign labor	**5**
11.08	HIV prevalence*	68
11.09	Business impact of HIV/AIDS	28
11.10	Life expectancy*	15
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	**12**
12.02	Attitude of population toward foreign visitors	51
12.03	Extension of business trips recommended	72
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	75
13.02	Protected areas*	23
13.03	Quality of the natural environment	**14**
13.04	Total known species*	132
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	89
14.02	Sports stadiums*	**3**
14.03	Number of international fairs and exhibitions*	73
14.04	Creative industries exports*	56

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Macedonia, FYR

Key indicators

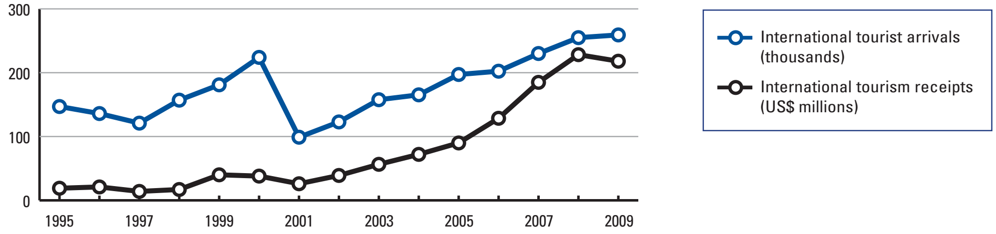
Population (millions), 2009	2.0
Surface area (1,000 square kilometers)	25.7
Gross domestic product (US$ billions), 2009	9.4
Gross domestic product (PPP, US$) per capita, 2009	9,183.2
Real GDP growth (percent), 2009	–0.8
Environmental Performance Index, 2010 (out of 163 economies)	73

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	146	1.5	5.8
Employment (1,000 jobs)	9	1.5	2.0
T&T economy, 2010 estimates			
GDP (US$ millions)	595	6.2	6.1
Employment (1,000 jobs)	33	5.7	2.3

Source: World Travel & Tourism Council, TSA Research 2010

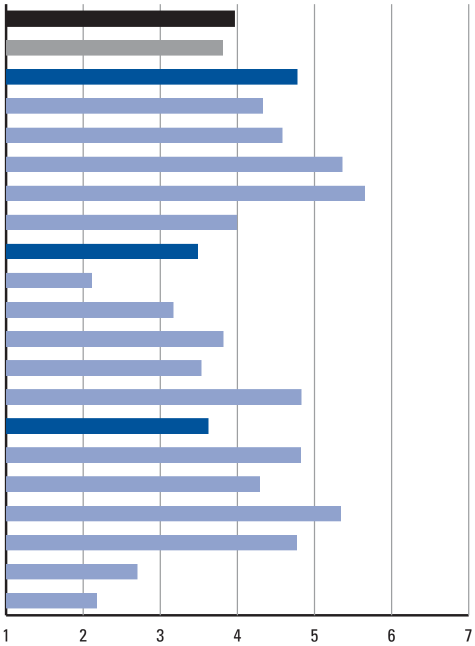
International tourist arrivals (thousands), 2009	259.2
International tourism receipts (US$ millions), 2009	218.0



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**76**	**4.0**
2009 Index	80	3.8
T&T regulatory framework	**56**	**4.8**
Policy rules and regulations	78	4.3
Environmental sustainability	65	4.6
Safety and security	42	5.4
Health and hygiene	42	5.6
Prioritization of Travel & Tourism	106	4.0
T&T business environment and infrastructure	**78**	**3.5**
Air transport infrastructure	127	2.1
Ground transport infrastructure	88	3.2
Tourism infrastructure	69	3.8
ICT infrastructure	55	3.5
Price competitiveness in the T&T industry	49	4.8
T&T human, cultural, and natural resources	**93**	**3.6**
Human resources	75	4.8
Education and training	92	4.3
Availability of qualified labor	30	5.3
Affinity for Travel & Tourism	53	4.8
Natural resources	92	2.7
Cultural resources	74	2.2



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Macedonia, FYR

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	124
1.02	Property rights	105
1.03	Business impact of rules on FDI	115
1.04	Visa requirements*	**34**
1.05	Openness of bilateral Air Service Agreements*	120
1.06	Transparency of government policymaking	80
1.07	Time required to start a business*	**3**
1.08	Cost to start a business*	**29**
1.09	GATS commitments*	n/a
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	81
2.02	Enforcement of environmental regulation	77
2.03	Sustainability of T&T industry development	104
2.04	Carbon dioxide emissions*	85
2.05	Particulate matter concentration*	**31**
2.06	Threatened species*	**50**
2.07	Environmental treaty ratification*	108
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	66
3.02	Reliability of police services	69
3.03	Business costs of crime and violence	66
3.04	Road traffic accidents*	**12**
	4th pillar: Health and hygiene	
4.01	Physician density*	**44**
4.02	Access to improved sanitation*	71
4.03	Access to improved drinking water*	**1**
4.04	Hospital beds*	**40**
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	110
5.02	T&T government expenditure*	121
5.03	Effectiveness of marketing and branding	102
5.04	Comprehensiveness of annual T&T data*	**44**
5.05	Timeliness of providing monthly/quarterly T&T data*	**46**
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	127
6.02	Available seat kilometers, domestic*	103
6.03	Available seat kilometers, international*	133
6.04	Departures per 1,000 population*	88
6.05	Airport density*	**50**
6.06	Number of operating airlines*	107
6.07	International air transport network	134
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	99
7.02	Quality of railroad infrastructure	81
7.03	Quality of port infrastructure	90
7.04	Quality of ground transport network	107
7.05	Road density*	53

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	72
8.02	Presence of major car rental companies*	64
8.03	ATMs accepting Visa cards*	**50**
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	105
9.02	Internet users*	**41**
9.03	Telephone lines*	62
9.04	Broadband Internet subscribers*	**45**
9.05	Mobile telephone subscribers*	71
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	85
10.02	Purchasing power parity*	**20**
10.03	Extent and effect of taxation	**42**
10.04	Fuel price levels*	76
10.05	Hotel price index*	n/a
	11th pillar: Human resources	
11.01	Primary education enrollment*	113
11.02	Secondary education enrollment*	80
11.03	Quality of the educational system	59
11.04	Local availability of research and training services	102
11.05	Extent of staff training	119
11.06	Hiring and firing practices	**40**
11.07	Ease of hiring foreign labor	51
11.08	HIV prevalence*	**1**
11.09	Business impact of HIV/AIDS	**46**
11.10	Life expectancy*	53
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	94
12.02	Attitude of population toward foreign visitors	**21**
12.03	Extension of business trips recommended	**30**
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	**43**
13.02	Protected areas*	100
13.03	Quality of the natural environment	66
13.04	Total known species*	88
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	104
14.02	Sports stadiums*	**22**
14.03	Number of international fairs and exhibitions*	95
14.04	Creative industries exports*	86

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Madagascar

Key indicators

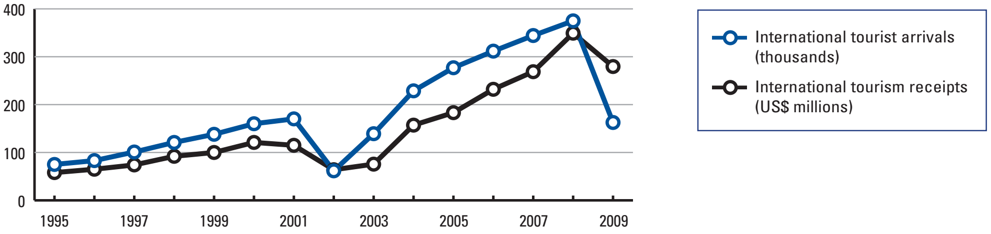
Population (millions), 2009	19.6
Surface area (1,000 square kilometers)	587.0
Gross domestic product (US$ billions), 2009	8.6
Gross domestic product (PPP, US$) per capita, 2009	945.0
Real GDP growth (percent), 2009	–3.7
Environmental Performance Index, 2010 (out of 163 economies)	120

Travel & Tourism indicators

T&T industry, 2010 estimates		Percent of total	2011–2020 annual growth (%, forecast)
GDP (US$ millions)	357	4.0	6.5
Employment (1,000 jobs)	135	3.0	5.1
T&T economy, 2010 estimates			
GDP (US$ millions)	1,146	12.7	4.6
Employment (1,000 jobs)	455	10.1	3.2

Source: World Travel & Tourism Council, TSA Research 2010

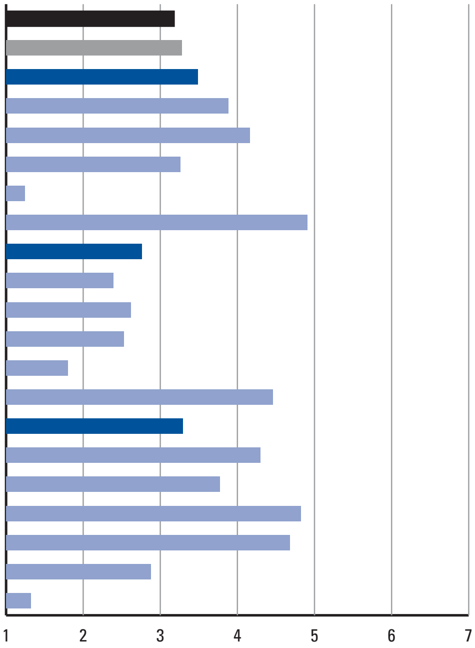
International tourist arrivals (thousands), 2009	162.7
International tourism receipts (US$ millions), 2009	279.6



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**127**	**3.2**
2009 Index	116	3.3
T&T regulatory framework	**126**	**3.5**
Policy rules and regulations	101	3.9
Environmental sustainability	103	4.2
Safety and security	137	3.3
Health and hygiene	135	1.2
Prioritization of Travel & Tourism	41	4.9
T&T business environment and infrastructure	**116**	**2.8**
Air transport infrastructure	106	2.4
Ground transport infrastructure	126	2.6
Tourism infrastructure	100	2.5
ICT infrastructure	131	1.8
Price competitiveness in the T&T industry	79	4.5
T&T human, cultural, and natural resources	**120**	**3.3**
Human resources	110	4.3
Education and training	117	3.8
Availability of qualified labor	102	4.8
Affinity for Travel & Tourism	62	4.7
Natural resources	82	2.9
Cultural resources	126	1.3



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Madagascar

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	115
1.02	Property rights	126
1.03	Business impact of rules on FDI	111
1.04	Visa requirements*	**12**
1.05	Openness of bilateral Air Service Agreements*	97
1.06	Transparency of government policymaking	128
1.07	Time required to start a business*	**21**
1.08	Cost to start a business*	74
1.09	GATS commitments*	115
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	122
2.02	Enforcement of environmental regulation	95
2.03	Sustainability of T&T industry development	81
2.04	Carbon dioxide emissions*	**10**
2.05	Particulate matter concentration*	64
2.06	Threatened species*	138
2.07	Environmental treaty ratification*	**46**
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	122
3.02	Reliability of police services	127
3.03	Business costs of crime and violence	122
3.04	Road traffic accidents*	120
	4th pillar: Health and hygiene	
4.01	Physician density*	113
4.02	Access to improved sanitation*	131
4.03	Access to improved drinking water*	134
4.04	Hospital beds*	109
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	**43**
5.02	T&T government expenditure*	**29**
5.03	Effectiveness of marketing and branding	60
5.04	Comprehensiveness of annual T&T data*	88
5.05	Timeliness of providing monthly/quarterly T&T data*	89
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	106
6.02	Available seat kilometers, domestic*	58
6.03	Available seat kilometers, international*	103
6.04	Departures per 1,000 population*	100
6.05	Airport density*	**33**
6.06	Number of operating airlines*	122
6.07	International air transport network	108
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	106
7.02	Quality of railroad infrastructure	96
7.03	Quality of port infrastructure	108
7.04	Quality of ground transport network	116
7.05	Road density*	116

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	114
8.02	Presence of major car rental companies*	64
8.03	ATMs accepting Visa cards*	132
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	115
9.02	Internet users*	132
9.03	Telephone lines*	127
9.04	Broadband Internet subscribers*	126
9.05	Mobile telephone subscribers*	127
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	84
10.02	Purchasing power parity*	**24**
10.03	Extent and effect of taxation	105
10.04	Fuel price levels*	122
10.05	Hotel price index*	**41**
	11th pillar: Human resources	
11.01	Primary education enrollment*	**22**
11.02	Secondary education enrollment*	126
11.03	Quality of the educational system	92
11.04	Local availability of research and training services	110
11.05	Extent of staff training	114
11.06	Hiring and firing practices	**30**
11.07	Ease of hiring foreign labor	63
11.08	HIV prevalence*	56
11.09	Business impact of HIV/AIDS	97
11.10	Life expectancy*	115
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	75
12.02	Attitude of population toward foreign visitors	72
12.03	Extension of business trips recommended	51
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	**24**
13.02	Protected areas*	117
13.03	Quality of the natural environment	128
13.04	Total known species*	51
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	89
14.02	Sports stadiums*	118
14.03	Number of international fairs and exhibitions*	135
14.04	Creative industries exports*	84

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Malawi

Key indicators

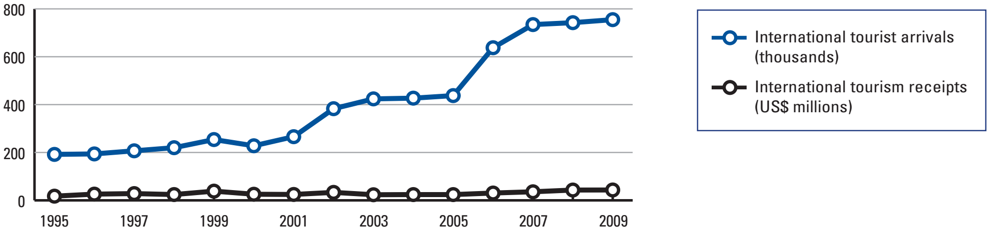
Population (millions), 2009	15.3
Surface area (1,000 square kilometers)	118.5
Gross domestic product (US$ billions), 2009	4.7
Gross domestic product (PPP, US$) per capita, 2009	867.1
Real GDP growth (percent), 2009	7.5
Environmental Performance Index, 2010 (out of 163 economies)	107

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	104	2.5	8.6
Employment (1,000 jobs)	61	1.9	3.6
T&T economy, 2010 estimates			
GDP (US$ millions)	209	5.0	8.7
Employment (1,000 jobs)	124	3.9	3.6

Source: World Travel & Tourism Council, TSA Research 2010

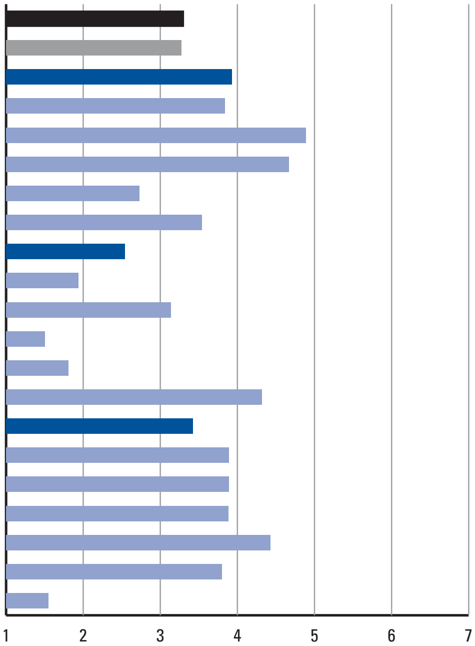
International tourist arrivals (thousands), 2009	755.0
International tourism receipts (US$ millions), 2009	43.3



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**121**	**3.3**
2009 Index	117	3.3
T&T regulatory framework	**109**	**3.9**
Policy rules and regulations	102	3.8
Environmental sustainability	42	4.9
Safety and security	74	4.7
Health and hygiene	111	2.7
Prioritization of Travel & Tourism	117	3.5
T&T business environment and infrastructure	**133**	**2.5**
Air transport infrastructure	133	1.9
Ground transport infrastructure	91	3.1
Tourism infrastructure	129	1.5
ICT infrastructure	128	1.8
Price competitiveness in the T&T industry	95	4.3
T&T human, cultural, and natural resources	**112**	**3.4**
Human resources	121	3.9
Education and training	113	3.9
Availability of qualified labor	130	3.9
Affinity for Travel & Tourism	92	4.4
Natural resources	46	3.8
Cultural resources	112	1.6



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Malawi

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	64
1.02	Property rights	77
1.03	Business impact of rules on FDI	87
1.04	Visa requirements*	**37**
1.05	Openness of bilateral Air Service Agreements*	96
1.06	Transparency of government policymaking	57
1.07	Time required to start a business*	113
1.08	Cost to start a business*	127
1.09	GATS commitments*	**17**
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	86
2.02	Enforcement of environmental regulation	73
2.03	Sustainability of T&T industry development	69
2.04	Carbon dioxide emissions*	**4**
2.05	Particulate matter concentration*	61
2.06	Threatened species*	**36**
2.07	Environmental treaty ratification*	94
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	**45**
3.02	Reliability of police services	52
3.03	Business costs of crime and violence	91
3.04	Road traffic accidents*	101
	4th pillar: Health and hygiene	
4.01	Physician density*	137
4.02	Access to improved sanitation*	97
4.03	Access to improved drinking water*	107
4.04	Hospital beds*	104
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	74
5.02	T&T government expenditure*	120
5.03	Effectiveness of marketing and branding	83
5.04	Comprehensiveness of annual T&T data*	114
5.05	Timeliness of providing monthly/quarterly T&T data*	109
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	119
6.02	Available seat kilometers, domestic*	85
6.03	Available seat kilometers, international*	132
6.04	Departures per 1,000 population*	111
6.05	Airport density*	126
6.06	Number of operating airlines*	131
6.07	International air transport network	109
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	76
7.02	Quality of railroad infrastructure	78
7.03	Quality of port infrastructure	99
7.04	Quality of ground transport network	58
7.05	Road density*	91

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	90
8.02	Presence of major car rental companies*	125
8.03	ATMs accepting Visa cards*	122
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	102
9.02	Internet users*	119
9.03	Telephone lines*	123
9.04	Broadband Internet subscribers*	125
9.05	Mobile telephone subscribers*	137
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	53
10.02	Purchasing power parity*	**11**
10.03	Extent and effect of taxation	96
10.04	Fuel price levels*	136
10.05	Hotel price index*	n/a
	11th pillar: Human resources	
11.01	Primary education enrollment*	86
11.02	Secondary education enrollment*	129
11.03	Quality of the educational system	**49**
11.04	Local availability of research and training services	92
11.05	Extent of staff training	67
11.06	Hiring and firing practices	**32**
11.07	Ease of hiring foreign labor	108
11.08	HIV prevalence*	131
11.09	Business impact of HIV/AIDS	135
11.10	Life expectancy*	124
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	109
12.02	Attitude of population toward foreign visitors	57
12.03	Extension of business trips recommended	77
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	**43**
13.02	Protected areas*	**38**
13.03	Quality of the natural environment	55
13.04	Total known species*	**38**
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	62
14.02	Sports stadiums*	124
14.03	Number of international fairs and exhibitions*	114
14.04	Creative industries exports*	106

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Malaysia

Key indicators

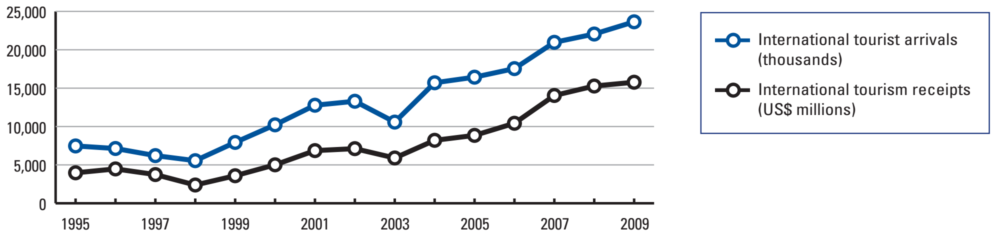
Population (millions), 2009	27.5
Surface area (1,000 square kilometers)	329.7
Gross domestic product (US$ billions), 2009	193.0
Gross domestic product (PPP, US$) per capita, 2009	13,799.5
Real GDP growth (percent), 2009	–1.7
Environmental Performance Index, 2010 (out of 163 economies)	54

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	11,110	5.1	3.6
Employment (1,000 jobs)	597	5.3	1.8
T&T economy, 2010 estimates			
GDP (US$ millions)	28,975	13.4	4.6
Employment (1,000 jobs)	1,331	11.9	2.6

Source: World Travel & Tourism Council, TSA Research 2010

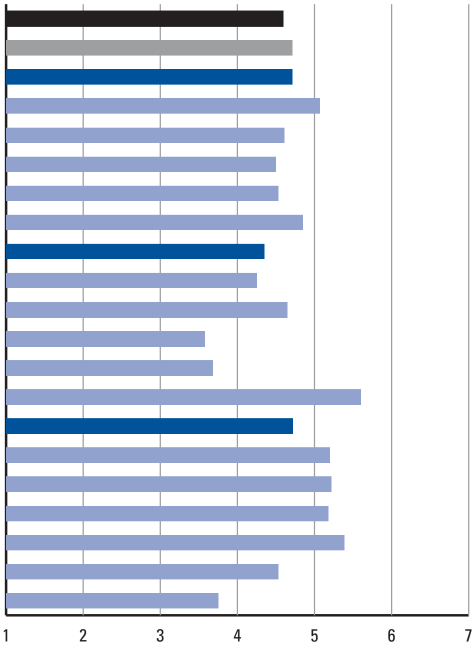
International tourist arrivals (thousands), 2009	23,646.2
International tourism receipts (US$ millions), 2009	15,772.2



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**35**	**4.6**
2009 Index	32	4.7
T&T regulatory framework	**60**	**4.7**
Policy rules and regulations	21	5.1
Environmental sustainability	64	4.6
Safety and security	83	4.5
Health and hygiene	75	4.5
Prioritization of Travel & Tourism	46	4.8
T&T business environment and infrastructure	**40**	**4.4**
Air transport infrastructure	34	4.2
Ground transport infrastructure	36	4.6
Tourism infrastructure	74	3.6
ICT infrastructure	52	3.7
Price competitiveness in the T&T industry	3	5.6
T&T human, cultural, and natural resources	**18**	**4.7**
Human resources	37	5.2
Education and training	38	5.2
Availability of qualified labor	50	5.2
Affinity for Travel & Tourism	17	5.4
Natural resources	22	4.5
Cultural resources	33	3.8



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Malaysia

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	56
1.02	Property rights	41
1.03	Business impact of rules on FDI	**31**
1.04	Visa requirements*	**1**
1.05	Openness of bilateral Air Service Agreements*	53
1.06	Transparency of government policymaking	37
1.07	Time required to start a business*	69
1.08	Cost to start a business*	87
1.09	GATS commitments*	63
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	39
2.02	Enforcement of environmental regulation	**31**
2.03	Sustainability of T&T industry development	**18**
2.04	Carbon dioxide emissions*	96
2.05	Particulate matter concentration*	38
2.06	Threatened species*	130
2.07	Environmental treaty ratification*	81
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	103
3.02	Reliability of police services	50
3.03	Business costs of crime and violence	93
3.04	Road traffic accidents*	94
	4th pillar: Health and hygiene	
4.01	Physician density*	96
4.02	Access to improved sanitation*	46
4.03	Access to improved drinking water*	**1**
4.04	Hospital beds*	89
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	**25**
5.02	T&T government expenditure*	113
5.03	Effectiveness of marketing and branding	**15**
5.04	Comprehensiveness of annual T&T data*	58
5.05	Timeliness of providing monthly/quarterly T&T data*	46
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	**29**
6.02	Available seat kilometers, domestic*	**14**
6.03	Available seat kilometers, international*	**21**
6.04	Departures per 1,000 population*	43
6.05	Airport density*	36
6.06	Number of operating airlines*	**25**
6.07	International air transport network	**28**
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	**21**
7.02	Quality of railroad infrastructure	**20**
7.03	Quality of port infrastructure	**19**
7.04	Quality of ground transport network	**29**
7.05	Road density*	72

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	48
8.02	Presence of major car rental companies*	95
8.03	ATMs accepting Visa cards*	53
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	35
9.02	Internet users*	39
9.03	Telephone lines*	75
9.04	Broadband Internet subscribers*	59
9.05	Mobile telephone subscribers*	50
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	**15**
10.02	Purchasing power parity*	41
10.03	Extent and effect of taxation	**28**
10.04	Fuel price levels*	**14**
10.05	Hotel price index*	**11**
	11th pillar: Human resources	
11.01	Primary education enrollment*	47
11.02	Secondary education enrollment*	100
11.03	Quality of the educational system	**23**
11.04	Local availability of research and training services	**25**
11.05	Extent of staff training	**13**
11.06	Hiring and firing practices	50
11.07	Ease of hiring foreign labor	77
11.08	HIV prevalence*	88
11.09	Business impact of HIV/AIDS	93
11.10	Life expectancy*	64
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	**18**
12.02	Attitude of population toward foreign visitors	58
12.03	Extension of business trips recommended	38
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	**24**
13.02	Protected areas*	41
13.03	Quality of the natural environment	42
13.04	Total known species*	**23**
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	89
14.02	Sports stadiums*	66
14.03	Number of international fairs and exhibitions*	**32**
14.04	Creative industries exports*	**26**

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Mali

Key indicators

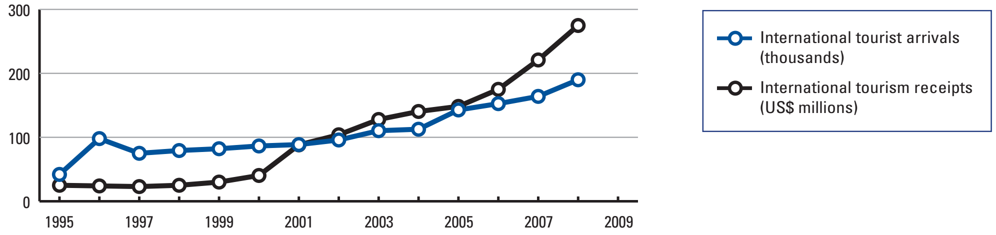
Population (millions), 2009	13.0
Surface area (1,000 square kilometers)	1,240.2
Gross domestic product (US$ billions), 2009	9.0
Gross domestic product (PPP, US$) per capita, 2009	1,163.6
Real GDP growth (percent), 2009	4.4
Environmental Performance Index, 2010 (out of 163 economies)	156

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	223	2.1	6.7
Employment (1,000 jobs)	33	1.6	5.4
T&T economy, 2010 estimates			
GDP (US$ millions)	523	4.9	6.3
Employment (1,000 jobs)	80	3.9	4.9

Source: World Travel & Tourism Council, TSA Research 2010

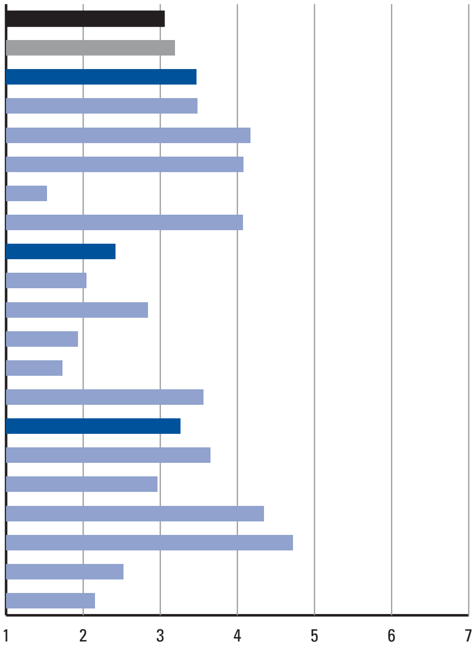
International tourist arrivals (thousands), 2008	190.0
International tourism receipts (US$ millions), 2008	274.9



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**133**	**3.0**
2009 Index	119	3.2
T&T regulatory framework	**128**	**3.5**
Policy rules and regulations	130	3.5
Environmental sustainability	102	4.2
Safety and security	107	4.1
Health and hygiene	132	1.5
Prioritization of Travel & Tourism	100	4.1
T&T business environment and infrastructure	**137**	**2.4**
Air transport infrastructure	131	2.0
Ground transport infrastructure	113	2.8
Tourism infrastructure	117	1.9
ICT infrastructure	135	1.7
Price competitiveness in the T&T industry	130	3.6
T&T human, cultural, and natural resources	**121**	**3.3**
Human resources	130	3.6
Education and training	133	3.0
Availability of qualified labor	125	4.3
Affinity for Travel & Tourism	59	4.7
Natural resources	104	2.5
Cultural resources	78	2.2



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Mali

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	129
1.02	Property rights	109
1.03	Business impact of rules on FDI	112
1.04	Visa requirements*	108
1.05	Openness of bilateral Air Service Agreements*	108
1.06	Transparency of government policymaking	78
1.07	Time required to start a business*	**28**
1.08	Cost to start a business*	124
1.09	GATS commitments*	**46**
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	128
2.02	Enforcement of environmental regulation	122
2.03	Sustainability of T&T industry development	**22**
2.04	Carbon dioxide emissions*	**3**
2.05	Particulate matter concentration*	135
2.06	Threatened species*	**25**
2.07	Environmental treaty ratification*	94
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	83
3.02	Reliability of police services	110
3.03	Business costs of crime and violence	58
3.04	Road traffic accidents*	115
	4th pillar: Health and hygiene	
4.01	Physician density*	125
4.02	Access to improved sanitation*	115
4.03	Access to improved drinking water*	128
4.04	Hospital beds*	122
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	**29**
5.02	T&T government expenditure*	115
5.03	Effectiveness of marketing and branding	**24**
5.04	Comprehensiveness of annual T&T data*	85
5.05	Timeliness of providing monthly/quarterly T&T data*	123
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	123
6.02	Available seat kilometers, domestic*	88
6.03	Available seat kilometers, international*	107
6.04	Departures per 1,000 population*	122
6.05	Airport density*	105
6.06	Number of operating airlines*	100
6.07	International air transport network	114
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	103
7.02	Quality of railroad infrastructure	85
7.03	Quality of port infrastructure	91
7.04	Quality of ground transport network	68
7.05	Road density*	136

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	120
8.02	Presence of major car rental companies*	95
8.03	ATMs accepting Visa cards*	137
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	132
9.02	Internet users*	130
9.03	Telephone lines*	132
9.04	Broadband Internet subscribers*	132
9.05	Mobile telephone subscribers*	124
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	137
10.02	Purchasing power parity*	74
10.03	Extent and effect of taxation	116
10.04	Fuel price levels*	97
10.05	Hotel price index*	n/a
	11th pillar: Human resources	
11.01	Primary education enrollment*	129
11.02	Secondary education enrollment*	122
11.03	Quality of the educational system	125
11.04	Local availability of research and training services	113
11.05	Extent of staff training	131
11.06	Hiring and firing practices	58
11.07	Ease of hiring foreign labor	**48**
11.08	HIV prevalence*	106
11.09	Business impact of HIV/AIDS	121
11.10	Life expectancy*	132
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	71
12.02	Attitude of population toward foreign visitors	**28**
12.03	Extension of business trips recommended	71
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	**43**
13.02	Protected areas*	116
13.03	Quality of the natural environment	136
13.04	Total known species*	**49**
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	**29**
14.02	Sports stadiums*	99
14.03	Number of international fairs and exhibitions*	114
14.04	Creative industries exports*	121

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Malta

Key indicators

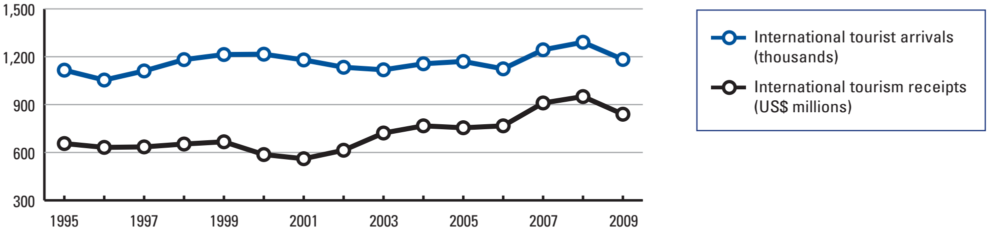
Population (millions), 2009	0.4
Surface area (1,000 square kilometers)	0.3
Gross domestic product (US$ billions), 2009	8.0
Gross domestic product (PPP, US$) per capita, 2009	23,667.4
Real GDP growth (percent), 2009	–2.1
Environmental Performance Index, 2010 (out of 163 economies)	11

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	858	9.8	5.5
Employment (1,000 jobs)	22	13.7	3.0
T&T economy, 2010 estimates			
GDP (US$ millions)	1,702	19.4	4.6
Employment (1,000 jobs)	38	23.7	2.4

Source: World Travel & Tourism Council, TSA Research 2010

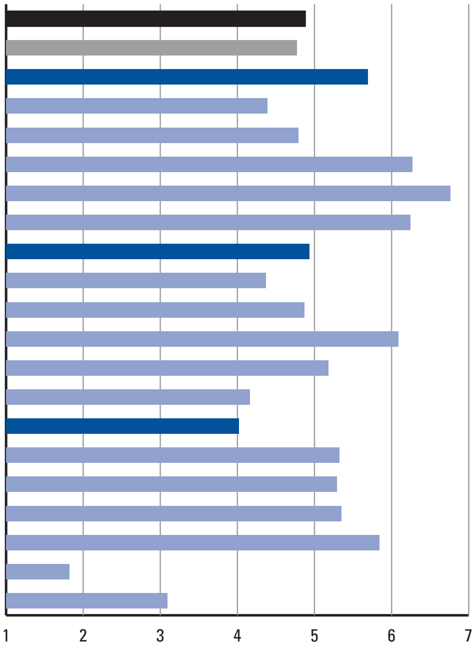
International tourist arrivals (thousands), 2009	1,183.0
International tourism receipts (US$ millions), 2009	839.8



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**26**	**4.9**
2009 Index	29	4.8
T&T regulatory framework	**9**	**5.7**
Policy rules and regulations	69	4.4
Environmental sustainability	53	4.8
Safety and security	6	6.3
Health and hygiene	8	6.8
Prioritization of Travel & Tourism	5	6.2
T&T business environment and infrastructure	**22**	**4.9**
Air transport infrastructure	27	4.4
Ground transport infrastructure	30	4.9
Tourism infrastructure	20	6.1
ICT infrastructure	19	5.2
Price competitiveness in the T&T industry	111	4.2
T&T human, cultural, and natural resources	**54**	**4.0**
Human resources	28	5.3
Education and training	34	5.3
Availability of qualified labor	29	5.4
Affinity for Travel & Tourism	9	5.8
Natural resources	137	1.8
Cultural resources	48	3.1



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Malta

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	65
1.02	Property rights	34
1.03	Business impact of rules on FDI	**7**
1.04	Visa requirements*	42
1.05	Openness of bilateral Air Service Agreements*	75
1.06	Transparency of government policymaking	51
1.07	Time required to start a business*	n/a
1.08	Cost to start a business*	n/a
1.09	GATS commitments*	63
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	61
2.02	Enforcement of environmental regulation	59
2.03	Sustainability of T&T industry development	41
2.04	Carbon dioxide emissions*	91
2.05	Particulate matter concentration*	n/a
2.06	Threatened species*	**24**
2.07	Environmental treaty ratification*	65
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	**16**
3.02	Reliability of police services	35
3.03	Business costs of crime and violence	**11**
3.04	Road traffic accidents*	**1**
	4th pillar: Health and hygiene	
4.01	Physician density*	**24**
4.02	Access to improved sanitation*	**1**
4.03	Access to improved drinking water*	**1**
4.04	Hospital beds*	**9**
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	**7**
5.02	T&T government expenditure*	**5**
5.03	Effectiveness of marketing and branding	35
5.04	Comprehensiveness of annual T&T data*	36
5.05	Timeliness of providing monthly/quarterly T&T data*	**12**
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	**21**
6.02	Available seat kilometers, domestic*	103
6.03	Available seat kilometers, international*	91
6.04	Departures per 1,000 population*	**8**
6.05	Airport density*	**19**
6.06	Number of operating airlines*	92
6.07	International air transport network	33
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	113
7.02	Quality of railroad infrastructure	n/a
7.03	Quality of port infrastructure	**20**
7.04	Quality of ground transport network	105
7.05	Road density*	**1**

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	**2**
8.02	Presence of major car rental companies*	**1**
8.03	ATMs accepting Visa cards*	47
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	**26**
9.02	Internet users*	36
9.03	Telephone lines*	**4**
9.04	Broadband Internet subscribers*	**16**
9.05	Mobile telephone subscribers*	58
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	100
10.02	Purchasing power parity*	106
10.03	Extent and effect of taxation	32
10.04	Fuel price levels*	131
10.05	Hotel price index*	40
	11th pillar: Human resources	
11.01	Primary education enrollment*	84
11.02	Secondary education enrollment*	**26**
11.03	Quality of the educational system	**21**
11.04	Local availability of research and training services	44
11.05	Extent of staff training	47
11.06	Hiring and firing practices	93
11.07	Ease of hiring foreign labor	53
11.08	HIV prevalence*	**20**
11.09	Business impact of HIV/AIDS	43
11.10	Life expectancy*	**15**
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	**8**
12.02	Attitude of population toward foreign visitors	**24**
12.03	Extension of business trips recommended	44
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	75
13.02	Protected areas*	119
13.03	Quality of the natural environment	112
13.04	Total known species*	136
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	73
14.02	Sports stadiums*	**9**
14.03	Number of international fairs and exhibitions*	60
14.04	Creative industries exports*	71

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Mauritania

Key indicators

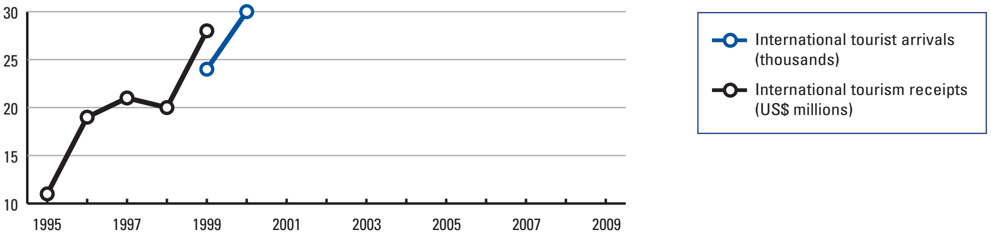
Population (millions), 2009	3.3
Surface area (1,000 square kilometers)	1,030.7
Gross domestic product (US$ billions), 2009	3.0
Gross domestic product (PPP, US$) per capita, 2009	2,034.6
Real GDP growth (percent), 2009	–1.1
Environmental Performance Index, 2010 (out of 163 economies)	161

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	n/a	n/a	n/a
Employment (1,000 jobs)	n/a	n/a	n/a
T&T economy, 2010 estimates			
GDP (US$ millions)	n/a	n/a	n/a
Employment (1,000 jobs)	n/a	n/a	n/a

Source: World Travel & Tourism Council, TSA Research 2010

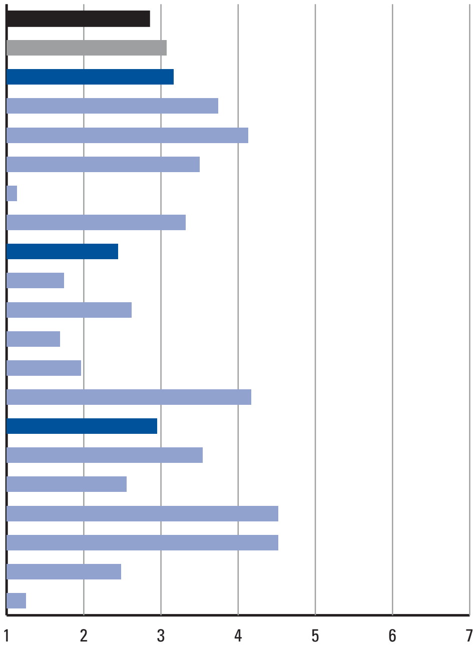
International tourist arrivals (thousands), 2000	30.0
International tourism receipts (US$ millions), 1999	28.0



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**136**	**2.8**
2009 Index	127	3.1
T&T regulatory framework	**136**	**3.2**
Policy rules and regulations	113	3.7
Environmental sustainability	110	4.1
Safety and security	130	3.5
Health and hygiene	137	1.1
Prioritization of Travel & Tourism	125	3.3
T&T business environment and infrastructure	**136**	**2.4**
Air transport infrastructure	138	1.7
Ground transport infrastructure	125	2.6
Tourism infrastructure	124	1.7
ICT infrastructure	119	2.0
Price competitiveness in the T&T industry	107	4.2
T&T human, cultural, and natural resources	**133**	**2.9**
Human resources	132	3.5
Education and training	136	2.6
Availability of qualified labor	120	4.5
Affinity for Travel & Tourism	76	4.5
Natural resources	108	2.5
Cultural resources	129	1.3



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Mauritania

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139

1st pillar: Policy rules and regulations

1.01	Prevalence of foreign ownership	133
1.02	Property rights	108
1.03	Business impact of rules on FDI	109
1.04	Visa requirements*	104
1.05	Openness of bilateral Air Service Agreements*	87
1.06	Transparency of government policymaking	92
1.07	Time required to start a business*	73
1.08	Cost to start a business*	107
1.09	GATS commitments*	59

2nd pillar: Environmental sustainability

2.01	Stringency of environmental regulation	124
2.02	Enforcement of environmental regulation	129
2.03	Sustainability of T&T industry development	96
2.04	Carbon dioxide emissions*	**26**
2.05	Particulate matter concentration*	121
2.06	Threatened species*	56
2.07	Environmental treaty ratification*	**46**

3rd pillar: Safety and security

3.01	Business costs of terrorism	129
3.02	Reliability of police services	129
3.03	Business costs of crime and violence	68
3.04	Road traffic accidents*	129

4th pillar: Health and hygiene

4.01	Physician density*	119
4.02	Access to improved sanitation*	123
4.03	Access to improved drinking water*	132
4.04	Hospital beds*	130

5th pillar: Prioritization of Travel & Tourism

5.01	Government prioritization of the T&T industry	90
5.02	T&T government expenditure*	n/a
5.03	Effectiveness of marketing and branding	92
5.04	Comprehensiveness of annual T&T data*	139
5.05	Timeliness of providing monthly/quarterly T&T data*	123

6th pillar: Air transport infrastructure

6.01	Quality of air transport infrastructure	135
6.02	Available seat kilometers, domestic*	103
6.03	Available seat kilometers, international*	130
6.04	Departures per 1,000 population*	108
6.05	Airport density*	106
6.06	Number of operating airlines*	134
6.07	International air transport network	137

7th pillar: Ground transport infrastructure

7.01	Quality of roads	127
7.02	Quality of railroad infrastructure	86
7.03	Quality of port infrastructure	98
7.04	Quality of ground transport network	97
7.05	Road density*	135

	INDICATOR	RANK/139

8th pillar: Tourism infrastructure

8.01	Hotel rooms*	116
8.02	Presence of major car rental companies*	112
8.03	ATMs accepting Visa cards*	119

9th pillar: ICT infrastructure

9.01	Extent of business Internet use	129
9.02	Internet users*	127
9.03	Telephone lines*	114
9.04	Broadband Internet subscribers*	105
9.05	Mobile telephone subscribers*	103

10th pillar: Price competitiveness in the T&T industry

10.01	Ticket taxes and airport charges*	117
10.02	Purchasing power parity*	**31**
10.03	Extent and effect of taxation	87
10.04	Fuel price levels*	118
10.05	Hotel price index*	n/a

11th pillar: Human resources

11.01	Primary education enrollment*	126
11.02	Secondary education enrollment*	134
11.03	Quality of the educational system	135
11.04	Local availability of research and training services	135
11.05	Extent of staff training	138
11.06	Hiring and firing practices	**46**
11.07	Ease of hiring foreign labor	110
11.08	HIV prevalence*	96
11.09	Business impact of HIV/AIDS	120
11.10	Life expectancy*	118

12th pillar: Affinity for Travel & Tourism

12.01	Tourism openness*	67
12.02	Attitude of population toward foreign visitors	95
12.03	Extension of business trips recommended	90

13th pillar: Natural resources

13.01	Number of World Heritage natural sites*	**43**
13.02	Protected areas*	126
13.03	Quality of the natural environment	111
13.04	Total known species*	63

14th pillar: Cultural resources

14.01	Number of World Heritage cultural sites*	104
14.02	Sports stadiums*	101
14.03	Number of international fairs and exhibitions*	135
14.04	Creative industries exports*	128

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Mauritius

Key indicators

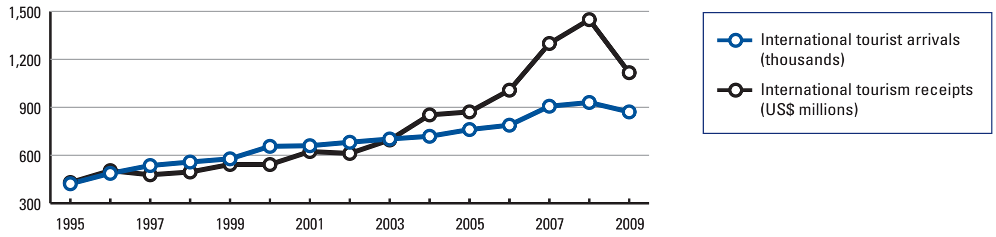
Population (millions), 2009	1.3
Surface area (1,000 square kilometers)	2.0
Gross domestic product (US$ billions), 2009	8.6
Gross domestic product (PPP, US$) per capita, 2009	12,736.5
Real GDP growth (percent), 2009	2.5
Environmental Performance Index, 2010 (out of 163 economies)	6

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	1,085	12.2	6.7
Employment (1,000 jobs)	75	14.2	3.8
T&T economy, 2010 estimates			
GDP (US$ millions)	2,347	26.5	6.1
Employment (1,000 jobs)	150	28.5	3.4

Source: World Travel & Tourism Council, TSA Research 2010

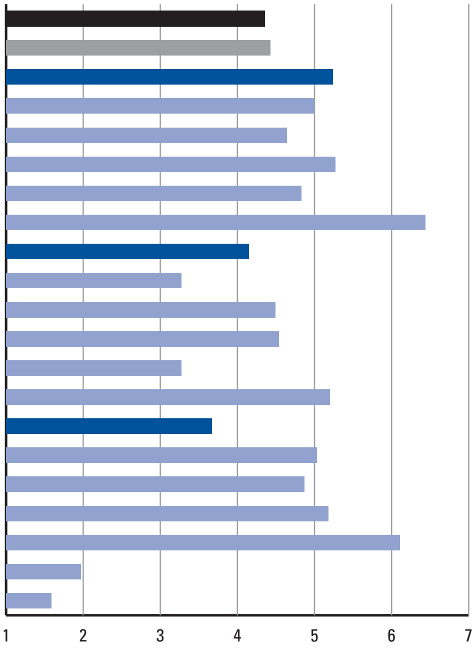
International tourist arrivals (thousands), 2009	871.4
International tourism receipts (US$ millions), 2009	1,116.8



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**53**	**4.4**
2009 Index	40	4.4
T&T regulatory framework	**28**	**5.2**
Policy rules and regulations	27	5.0
Environmental sustainability	62	4.6
Safety and security	45	5.3
Health and hygiene	68	4.8
Prioritization of Travel & Tourism	1	6.4
T&T business environment and infrastructure	**48**	**4.2**
Air transport infrastructure	61	3.3
Ground transport infrastructure	41	4.5
Tourism infrastructure	47	4.5
ICT infrastructure	66	3.3
Price competitiveness in the T&T industry	18	5.2
T&T human, cultural, and natural resources	**79**	**3.7**
Human resources	53	5.0
Education and training	57	4.9
Availability of qualified labor	49	5.2
Affinity for Travel & Tourism	4	6.1
Natural resources	131	2.0
Cultural resources	110	1.6



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Mauritius

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	72
1.02	Property rights	**36**
1.03	Business impact of rules on FDI	**8**
1.04	Visa requirements*	**8**
1.05	Openness of bilateral Air Service Agreements*	106
1.06	Transparency of government policymaking	**24**
1.07	Time required to start a business*	**13**
1.08	Cost to start a business*	**38**
1.09	GATS commitments*	78
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	60
2.02	Enforcement of environmental regulation	55
2.03	Sustainability of T&T industry development	**10**
2.04	Carbon dioxide emissions*	63
2.05	Particulate matter concentration*	**16**
2.06	Threatened species*	137
2.07	Environmental treaty ratification*	**46**
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	**49**
3.02	Reliability of police services	65
3.03	Business costs of crime and violence	69
3.04	Road traffic accidents*	**29**
	4th pillar: Health and hygiene	
4.01	Physician density*	89
4.02	Access to improved sanitation*	63
4.03	Access to improved drinking water*	**40**
4.04	Hospital beds*	55
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	**5**
5.02	T&T government expenditure*	**3**
5.03	Effectiveness of marketing and branding	**8**
5.04	Comprehensiveness of annual T&T data*	**44**
5.05	Timeliness of providing monthly/quarterly T&T data*	**12**
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	56
6.02	Available seat kilometers, domestic*	68
6.03	Available seat kilometers, international*	63
6.04	Departures per 1,000 population*	**36**
6.05	Airport density*	**28**
6.06	Number of operating airlines*	101
6.07	International air transport network	52
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	58
7.02	Quality of railroad infrastructure	n/a
7.03	Quality of port infrastructure	56
7.04	Quality of ground transport network	63
7.05	Road density*	**35**

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	**36**
8.02	Presence of major car rental companies*	**40**
8.03	ATMs accepting Visa cards*	67
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	69
9.02	Internet users*	89
9.03	Telephone lines*	**42**
9.04	Broadband Internet subscribers*	57
9.05	Mobile telephone subscribers*	84
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	72
10.02	Purchasing power parity*	55
10.03	Extent and effect of taxation	**8**
10.04	Fuel price levels*	**25**
10.05	Hotel price index*	87
	11th pillar: Human resources	
11.01	Primary education enrollment*	68
11.02	Secondary education enrollment*	71
11.03	Quality of the educational system	**50**
11.04	Local availability of research and training services	87
11.05	Extent of staff training	**41**
11.06	Hiring and firing practices	74
11.07	Ease of hiring foreign labor	**46**
11.08	HIV prevalence*	106
11.09	Business impact of HIV/AIDS	79
11.10	Life expectancy*	64
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	**6**
12.02	Attitude of population toward foreign visitors	**18**
12.03	Extension of business trips recommended	**16**
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	75
13.02	Protected areas*	130
13.03	Quality of the natural environment	**49**
13.04	Total known species*	139
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	89
14.02	Sports stadiums*	77
14.03	Number of international fairs and exhibitions*	106
14.04	Creative industries exports*	77

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Mexico

Key indicators

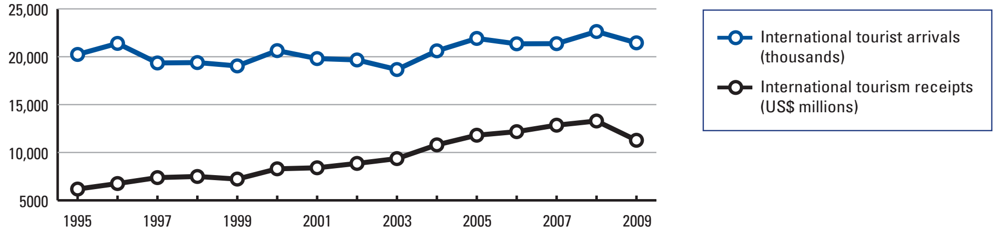
Population (millions), 2009	107.4
Surface area (1,000 square kilometers)	1,964.4
Gross domestic product (US$ billions), 2009	874.8
Gross domestic product (PPP, US$) per capita, 2009	13,608.8
Real GDP growth (percent), 2009	–6.5
Environmental Performance Index, 2010 (out of 163 economies)	43

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	41,759	4.4	4.3
Employment (1,000 jobs)	1,848	4.3	1.9
T&T economy, 2010 estimates			
GDP (US$ millions)	121,547	12.7	5.1
Employment (1,000 jobs)	5,881	13.7	1.9

Source: World Travel & Tourism Council, TSA Research 2010

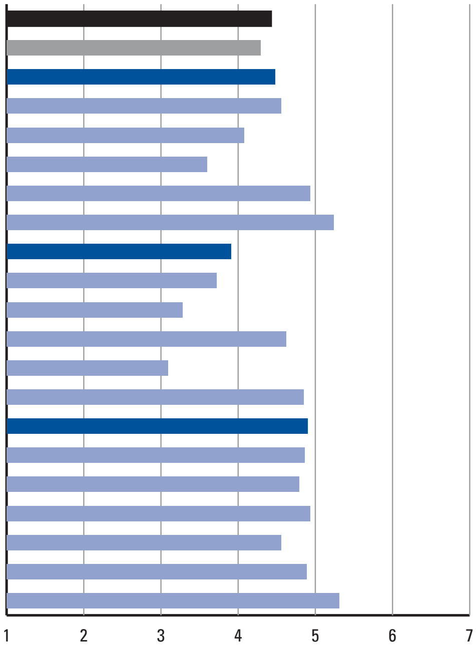
International tourist arrivals (thousands), 2009	21,454.1
International tourism receipts (US$ millions), 2009	11,275.1



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**43**	**4.4**
2009 Index	51	4.3
T&T regulatory framework	**74**	**4.5**
Policy rules and regulations	56	4.6
Environmental sustainability	114	4.1
Safety and security	128	3.6
Health and hygiene	64	4.9
Prioritization of Travel & Tourism	30	5.2
T&T business environment and infrastructure	**61**	**3.9**
Air transport infrastructure	47	3.7
Ground transport infrastructure	79	3.3
Tourism infrastructure	43	4.6
ICT infrastructure	75	3.1
Price competitiveness in the T&T industry	45	4.9
T&T human, cultural, and natural resources	**13**	**4.9**
Human resources	73	4.9
Education and training	63	4.8
Availability of qualified labor	87	4.9
Affinity for Travel & Tourism	73	4.6
Natural resources	10	4.9
Cultural resources	19	5.3



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Mexico

The Travel & Tourism Competitiveness Index in detail

1st pillar: Policy rules and regulations

	INDICATOR	RANK/139
1.01	Prevalence of foreign ownership	**22**
1.02	Property rights	88
1.03	Business impact of rules on FDI	64
1.04	Visa requirements*	89
1.05	Openness of bilateral Air Service Agreements*	**23**
1.06	Transparency of government policymaking	79
1.07	Time required to start a business*	**35**
1.08	Cost to start a business*	72
1.09	GATS commitments*	101

2nd pillar: Environmental sustainability

2.01	Stringency of environmental regulation	67
2.02	Enforcement of environmental regulation	82
2.03	Sustainability of T&T industry development	68
2.04	Carbon dioxide emissions*	75
2.05	Particulate matter concentration*	75
2.06	Threatened species*	136
2.07	Environmental treaty ratification*	65

3rd pillar: Safety and security

3.01	Business costs of terrorism	112
3.02	Reliability of police services	132
3.03	Business costs of crime and violence	132
3.04	Road traffic accidents*	86

4th pillar: Health and hygiene

4.01	Physician density*	**35**
4.02	Access to improved sanitation*	75
4.03	Access to improved drinking water*	68
4.04	Hospital beds*	93

5th pillar: Prioritization of Travel & Tourism

5.01	Government prioritization of the T&T industry	45
5.02	T&T government expenditure*	**40**
5.03	Effectiveness of marketing and branding	48
5.04	Comprehensiveness of annual T&T data*	**15**
5.05	Timeliness of providing monthly/quarterly T&T data*	**12**

6th pillar: Air transport infrastructure

6.01	Quality of air transport infrastructure	65
6.02	Available seat kilometers, domestic*	**11**
6.03	Available seat kilometers, international*	**22**
6.04	Departures per 1,000 population*	68
6.05	Airport density*	81
6.06	Number of operating airlines*	**26**
6.07	International air transport network	55

7th pillar: Ground transport infrastructure

7.01	Quality of roads	62
7.02	Quality of railroad infrastructure	76
7.03	Quality of port infrastructure	89
7.04	Quality of ground transport network	57
7.05	Road density*	88

8th pillar: Tourism infrastructure

	INDICATOR	RANK/139
8.01	Hotel rooms*	50
8.02	Presence of major car rental companies*	**1**
8.03	ATMs accepting Visa cards*	55

9th pillar: ICT infrastructure

9.01	Extent of business Internet use	78
9.02	Internet users*	77
9.03	Telephone lines*	74
9.04	Broadband Internet subscribers*	53
9.05	Mobile telephone subscribers*	92

10th pillar: Price competitiveness in the T&T industry

10.01	Ticket taxes and airport charges*	96
10.02	Purchasing power parity*	70
10.03	Extent and effect of taxation	113
10.04	Fuel price levels*	**25**
10.05	Hotel price index*	**25**

11th pillar: Human resources

11.01	Primary education enrollment*	**28**
11.02	Secondary education enrollment*	63
11.03	Quality of the educational system	120
11.04	Local availability of research and training services	55
11.05	Extent of staff training	84
11.06	Hiring and firing practices	120
11.07	Ease of hiring foreign labor	97
11.08	HIV prevalence*	68
11.09	Business impact of HIV/AIDS	78
11.10	Life expectancy*	**38**

12th pillar: Affinity for Travel & Tourism

12.01	Tourism openness*	116
12.02	Attitude of population toward foreign visitors	**39**
12.03	Extension of business trips recommended	**39**

13th pillar: Natural resources

13.01	Number of World Heritage natural sites*	**10**
13.02	Protected areas*	56
13.03	Quality of the natural environment	120
13.04	Total known species*	**9**

14th pillar: Cultural resources

14.01	Number of World Heritage cultural sites*	**5**
14.02	Sports stadiums*	83
14.03	Number of international fairs and exhibitions*	**24**
14.04	Creative industries exports*	**18**

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Moldova

Key indicators

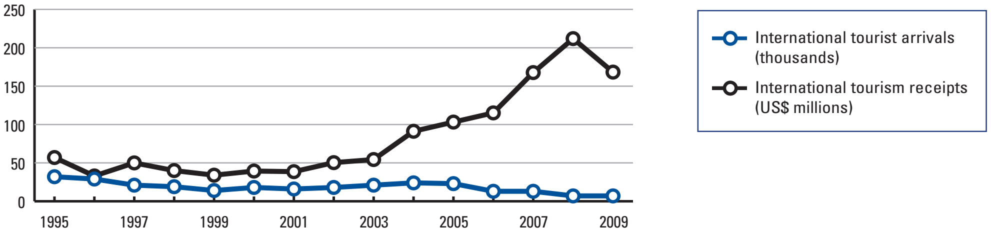
Population (millions), 2009	3.6
Surface area (1,000 square kilometers)	33.9
Gross domestic product (US$ billions), 2009	5.4
Gross domestic product (PPP, US$) per capita, 2009	2,838.6
Real GDP growth (percent), 2009	–6.5
Environmental Performance Index, 2010 (out of 163 economies)	86

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	80	1.5	4.1
Employment (1,000 jobs)	15	1.2	–2.1
T&T economy, 2010 estimates			
GDP (US$ millions)	336	6.2	4.4
Employment (1,000 jobs)	62	5.0	–1.9

Source: World Travel & Tourism Council, TSA Research 2010

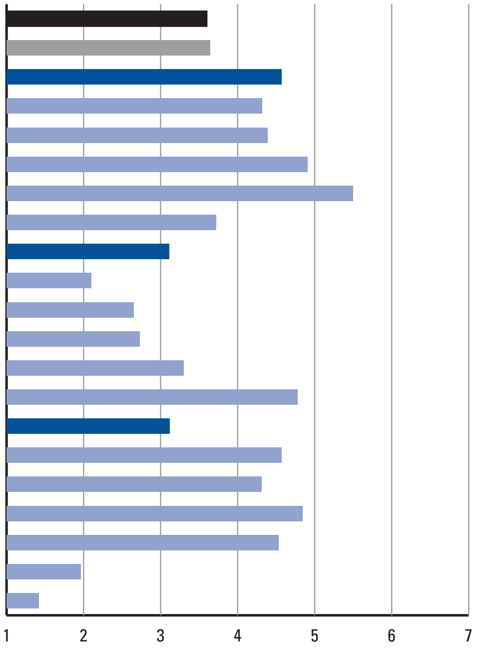
International tourist arrivals (thousands), 2009	7.0
International tourism receipts (US$ millions), 2009	168.3



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**99**	**3.6**
2009 Index	93	3.6
T&T regulatory framework	**68**	**4.6**
Policy rules and regulations	81	4.3
Environmental sustainability	78	4.4
Safety and security	65	4.9
Health and hygiene	49	5.5
Prioritization of Travel & Tourism	115	3.7
T&T business environment and infrastructure	**98**	**3.1**
Air transport infrastructure	128	2.1
Ground transport infrastructure	124	2.7
Tourism infrastructure	93	2.7
ICT infrastructure	65	3.3
Price competitiveness in the T&T industry	54	4.8
T&T human, cultural, and natural resources	**129**	**3.1**
Human resources	97	4.6
Education and training	89	4.3
Availability of qualified labor	96	4.8
Affinity for Travel & Tourism	75	4.5
Natural resources	132	2.0
Cultural resources	121	1.4



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Moldova

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139

1st pillar: Policy rules and regulations

1.01	Prevalence of foreign ownership	120
1.02	Property rights	119
1.03	Business impact of rules on FDI	100
1.04	Visa requirements*	93
1.05	Openness of bilateral Air Service Agreements*	124
1.06	Transparency of government policymaking	67
1.07	Time required to start a business*	**40**
1.08	Cost to start a business*	70
1.09	GATS commitments*	**3**

2nd pillar: Environmental sustainability

2.01	Stringency of environmental regulation	117
2.02	Enforcement of environmental regulation	112
2.03	Sustainability of T&T industry development	128
2.04	Carbon dioxide emissions*	**40**
2.05	Particulate matter concentration*	70
2.06	Threatened species*	55
2.07	Environmental treaty ratification*	94

3rd pillar: Safety and security

3.01	Business costs of terrorism	**48**
3.02	Reliability of police services	116
3.03	Business costs of crime and violence	60
3.04	Road traffic accidents*	63

4th pillar: Health and hygiene

4.01	Physician density*	**39**
4.02	Access to improved sanitation*	82
4.03	Access to improved drinking water*	82
4.04	Hospital beds*	**24**

5th pillar: Prioritization of Travel & Tourism

5.01	Government prioritization of the T&T industry	125
5.02	T&T government expenditure*	71
5.03	Effectiveness of marketing and branding	133
5.04	Comprehensiveness of annual T&T data*	**25**
5.05	Timeliness of providing monthly/quarterly T&T data*	102

6th pillar: Air transport infrastructure

6.01	Quality of air transport infrastructure	109
6.02	Available seat kilometers, domestic*	103
6.03	Available seat kilometers, international*	122
6.04	Departures per 1,000 population*	89
6.05	Airport density*	112
6.06	Number of operating airlines*	108
6.07	International air transport network	118

7th pillar: Ground transport infrastructure

7.01	Quality of roads	139
7.02	Quality of railroad infrastructure	67
7.03	Quality of port infrastructure	124
7.04	Quality of ground transport network	106
7.05	Road density*	60

	INDICATOR	RANK/139

8th pillar: Tourism infrastructure

8.01	Hotel rooms*	118
8.02	Presence of major car rental companies*	80
8.03	ATMs accepting Visa cards*	81

9th pillar: ICT infrastructure

9.01	Extent of business Internet use	99
9.02	Internet users*	62
9.03	Telephone lines*	**38**
9.04	Broadband Internet subscribers*	65
9.05	Mobile telephone subscribers*	91

10th pillar: Price competitiveness in the T&T industry

10.01	Ticket taxes and airport charges*	111
10.02	Purchasing power parity*	60
10.03	Extent and effect of taxation	55
10.04	Fuel price levels*	83
10.05	Hotel price index*	**10**

11th pillar: Human resources

11.01	Primary education enrollment*	106
11.02	Secondary education enrollment*	69
11.03	Quality of the educational system	96
11.04	Local availability of research and training services	93
11.05	Extent of staff training	117
11.06	Hiring and firing practices	100
11.07	Ease of hiring foreign labor	78
11.08	HIV prevalence*	79
11.09	Business impact of HIV/AIDS	74
11.10	Life expectancy*	92

12th pillar: Affinity for Travel & Tourism

12.01	Tourism openness*	**34**
12.02	Attitude of population toward foreign visitors	70
12.03	Extension of business trips recommended	131

13th pillar: Natural resources

13.01	Number of World Heritage natural sites*	75
13.02	Protected areas*	123
13.03	Quality of the natural environment	95
13.04	Total known species*	124

14th pillar: Cultural resources

14.01	Number of World Heritage cultural sites*	104
14.02	Sports stadiums*	79
14.03	Number of international fairs and exhibitions*	125
14.04	Creative industries exports*	78

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Mongolia

Key indicators

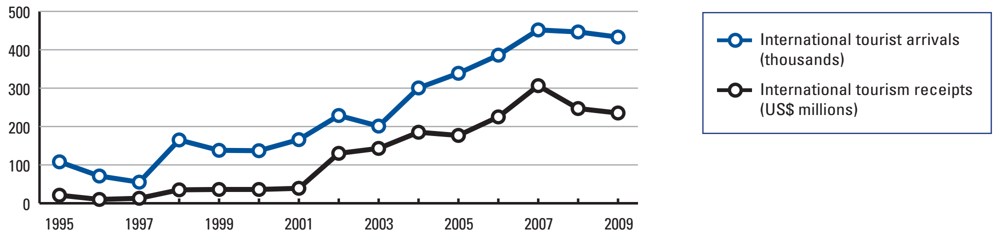
Population (millions), 2009	2.7
Surface area (1,000 square kilometers)	1,564.1
Gross domestic product (US$ billions), 2009	4.2
Gross domestic product (PPP, US$) per capita, 2009	3,456.0
Real GDP growth (percent), 2009	–1.6
Environmental Performance Index, 2010 (out of 163 economies)	142

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	233	3.3	7.9
Employment (1,000 jobs)	29	2.5	0.7
T&T economy, 2010 estimates			
GDP (US$ millions)	635	8.9	8.1
Employment (1,000 jobs)	81	7.1	0.8

Source: World Travel & Tourism Council, TSA Research 2010

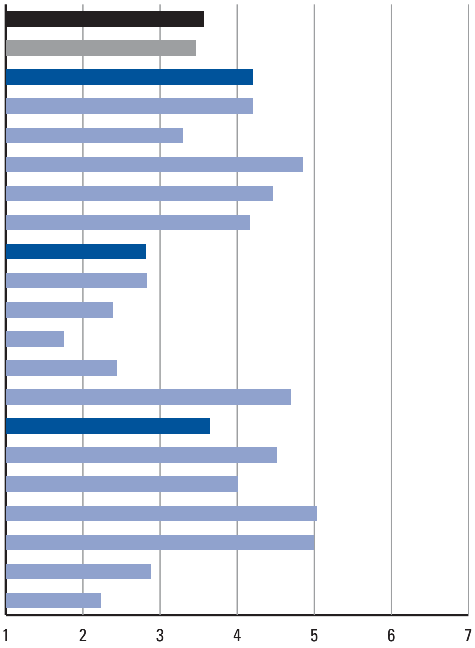
International tourist arrivals (thousands), 2009	433.1
International tourism receipts (US$ millions), 2009	235.3



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**101**	**3.6**
2009 Index	105	3.5
T&T regulatory framework	**97**	**4.2**
Policy rules and regulations	87	4.2
Environmental sustainability	138	3.3
Safety and security	67	4.9
Health and hygiene	76	4.5
Prioritization of Travel & Tourism	96	4.2
T&T business environment and infrastructure	**112**	**2.8**
Air transport infrastructure	77	2.8
Ground transport infrastructure	133	2.4
Tourism infrastructure	121	1.8
ICT infrastructure	99	2.4
Price competitiveness in the T&T industry	59	4.7
T&T human, cultural, and natural resources	**86**	**3.7**
Human resources	99	4.5
Education and training	109	4.0
Availability of qualified labor	77	5.0
Affinity for Travel & Tourism	36	5.0
Natural resources	84	2.9
Cultural resources	71	2.2



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Mongolia

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	59
1.02	Property rights	115
1.03	Business impact of rules on FDI	105
1.04	Visa requirements*	130
1.05	Openness of bilateral Air Service Agreements*	114
1.06	Transparency of government policymaking	120
1.07	Time required to start a business*	**50**
1.08	Cost to start a business*	**34**
1.09	GATS commitments*	**11**
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	137
2.02	Enforcement of environmental regulation	137
2.03	Sustainability of T&T industry development	127
2.04	Carbon dioxide emissions*	70
2.05	Particulate matter concentration*	129
2.06	Threatened species*	99
2.07	Environmental treaty ratification*	81
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	**19**
3.02	Reliability of police services	96
3.03	Business costs of crime and violence	73
3.04	Road traffic accidents*	80
	4th pillar: Health and hygiene	
4.01	Physician density*	**41**
4.02	Access to improved sanitation*	106
4.03	Access to improved drinking water*	112
4.04	Hospital beds*	**26**
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	97
5.02	T&T government expenditure*	**50**
5.03	Effectiveness of marketing and branding	115
5.04	Comprehensiveness of annual T&T data*	129
5.05	Timeliness of providing monthly/quarterly T&T data*	**12**
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	129
6.02	Available seat kilometers, domestic*	62
6.03	Available seat kilometers, international*	118
6.04	Departures per 1,000 population*	73
6.05	Airport density*	**8**
6.06	Number of operating airlines*	127
6.07	International air transport network	133
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	138
7.02	Quality of railroad infrastructure	69
7.03	Quality of port infrastructure	112
7.04	Quality of ground transport network	132
7.05	Road density*	132

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	86
8.02	Presence of major car rental companies*	125
8.03	ATMs accepting Visa cards*	95
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	98
9.02	Internet users*	96
9.03	Telephone lines*	103
9.04	Broadband Internet subscribers*	91
9.05	Mobile telephone subscribers*	85
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	**32**
10.02	Purchasing power parity*	**26**
10.03	Extent and effect of taxation	69
10.04	Fuel price levels*	108
10.05	Hotel price index*	n/a
	11th pillar: Human resources	
11.01	Primary education enrollment*	89
11.02	Secondary education enrollment*	53
11.03	Quality of the educational system	136
11.04	Local availability of research and training services	139
11.05	Extent of staff training	82
11.06	Hiring and firing practices	**23**
11.07	Ease of hiring foreign labor	93
11.08	HIV prevalence*	**20**
11.09	Business impact of HIV/AIDS	67
11.10	Life expectancy*	96
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	**19**
12.02	Attitude of population toward foreign visitors	124
12.03	Extension of business trips recommended	64
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	**43**
13.02	Protected areas*	**47**
13.03	Quality of the natural environment	129
13.04	Total known species*	74
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	**25**
14.02	Sports stadiums*	111
14.03	Number of international fairs and exhibitions*	104
14.04	Creative industries exports*	108

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Montenegro

Key indicators

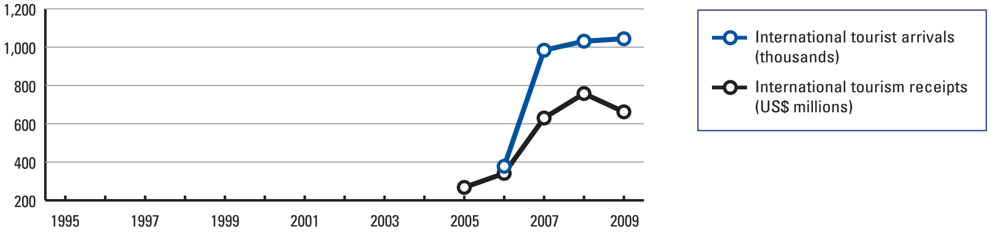
Population (millions), 2009	0.6
Surface area (1,000 square kilometers)	13.8
Gross domestic product (US$ billions), 2009	4.2
Gross domestic product (PPP, US$) per capita, 2009	10,527.6
Real GDP growth (percent), 2009	–5.7
Environmental Performance Index, 2010 (out of 163 economies)	n/a

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	535	10.8	8.6
Employment (1,000 jobs)	16	9.3	5.4
T&T economy, 2010 estimates			
GDP (US$ millions)	1,002	20.3	6.9
Employment (1,000 jobs)	30	17.4	3.8

Source: World Travel & Tourism Council, TSA Research 2010

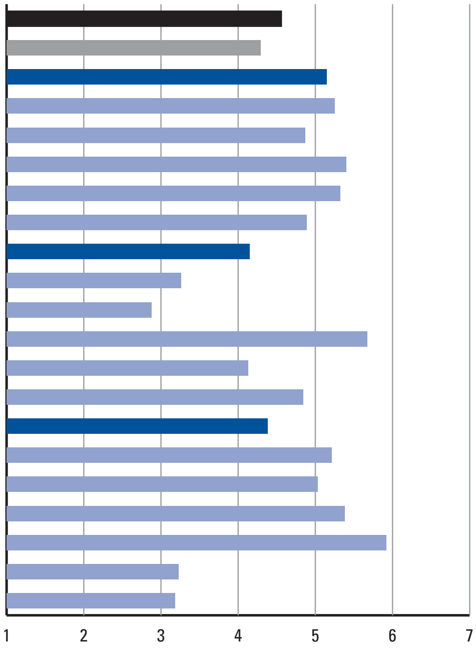
International tourist arrivals (thousands), 2009	1,044.0
International tourism receipts (US$ millions), 2009	662.1



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**36**	**4.6**
2009 Index	52	4.3
T&T regulatory framework	**32**	**5.1**
Policy rules and regulations	10	5.3
Environmental sustainability	45	4.9
Safety and security	37	5.4
Health and hygiene	53	5.3
Prioritization of Travel & Tourism	42	4.9
T&T business environment and infrastructure	**49**	**4.2**
Air transport infrastructure	62	3.3
Ground transport infrastructure	109	2.9
Tourism infrastructure	25	5.7
ICT infrastructure	42	4.1
Price competitiveness in the T&T industry	48	4.8
T&T human, cultural, and natural resources	**36**	**4.4**
Human resources	35	5.2
Education and training	45	5.0
Availability of qualified labor	26	5.4
Affinity for Travel & Tourism	7	5.9
Natural resources	71	3.2
Cultural resources	46	3.2



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Montenegro

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	51
1.02	Property rights	48
1.03	Business impact of rules on FDI	**21**
1.04	Visa requirements*	**35**
1.05	Openness of bilateral Air Service Agreements*	n/a
1.06	Transparency of government policymaking	**36**
1.07	Time required to start a business*	40
1.08	Cost to start a business*	**21**
1.09	GATS commitments*	n/a
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	58
2.02	Enforcement of environmental regulation	56
2.03	Sustainability of T&T industry development	**16**
2.04	Carbon dioxide emissions*	77
2.05	Particulate matter concentration*	59
2.06	Threatened species*	67
2.07	Environmental treaty ratification*	94
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	**13**
3.02	Reliability of police services	47
3.03	Business costs of crime and violence	**20**
3.04	Road traffic accidents*	85
	4th pillar: Health and hygiene	
4.01	Physician density*	57
4.02	Access to improved sanitation*	59
4.03	Access to improved drinking water*	51
4.04	Hospital beds*	43
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	**30**
5.02	T&T government expenditure*	90
5.03	Effectiveness of marketing and branding	**13**
5.04	Comprehensiveness of annual T&T data*	105
5.05	Timeliness of providing monthly/quarterly T&T data*	**12**
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	91
6.02	Available seat kilometers, domestic*	103
6.03	Available seat kilometers, international*	121
6.04	Departures per 1,000 population*	37
6.05	Airport density*	**17**
6.06	Number of operating airlines*	108
6.07	International air transport network	98
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	112
7.02	Quality of railroad infrastructure	68
7.03	Quality of port infrastructure	106
7.04	Quality of ground transport network	103
7.05	Road density*	98

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	**5**
8.02	Presence of major car rental companies*	64
8.03	ATMs accepting Visa cards*	40
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	97
9.02	Internet users*	49
9.03	Telephone lines*	47
9.04	Broadband Internet subscribers*	55
9.05	Mobile telephone subscribers*	**2**
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	55
10.02	Purchasing power parity*	43
10.03	Extent and effect of taxation	**21**
10.04	Fuel price levels*	90
10.05	Hotel price index*	n/a
	11th pillar: Human resources	
11.01	Primary education enrollment*	**20**
11.02	Secondary education enrollment*	73
11.03	Quality of the educational system	37
11.04	Local availability of research and training services	79
11.05	Extent of staff training	69
11.06	Hiring and firing practices	41
11.07	Ease of hiring foreign labor	**32**
11.08	HIV prevalence*	**1**
11.09	Business impact of HIV/AIDS	**20**
11.10	Life expectancy*	53
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	**5**
12.02	Attitude of population toward foreign visitors	**35**
12.03	Extension of business trips recommended	48
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	43
13.02	Protected areas*	59
13.03	Quality of the natural environment	**28**
13.04	Total known species*	97
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	104
14.02	Sports stadiums*	**10**
14.03	Number of international fairs and exhibitions*	122
14.04	Creative industries exports*	n/a

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Morocco

Key indicators

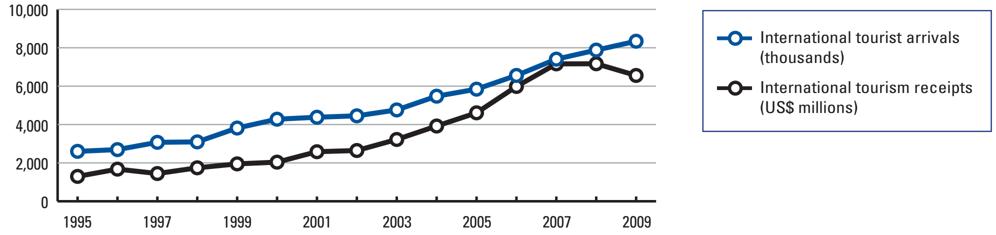
Population (millions), 2009	32.0
Surface area (1,000 square kilometers)	446.6
Gross domestic product (US$ billions), 2009	91.4
Gross domestic product (PPP, US$) per capita, 2009	4,586.9
Real GDP growth (percent), 2009	4.9
Environmental Performance Index, 2010 (out of 163 economies)	52

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	7,649	7.5	6.1
Employment (1,000 jobs)	717	6.6	3.9
T&T economy, 2010 estimates			
GDP (US$ millions)	14,454	14.1	5.8
Employment (1,000 jobs)	1,334	12.2	3.6

Source: World Travel & Tourism Council, TSA Research 2010

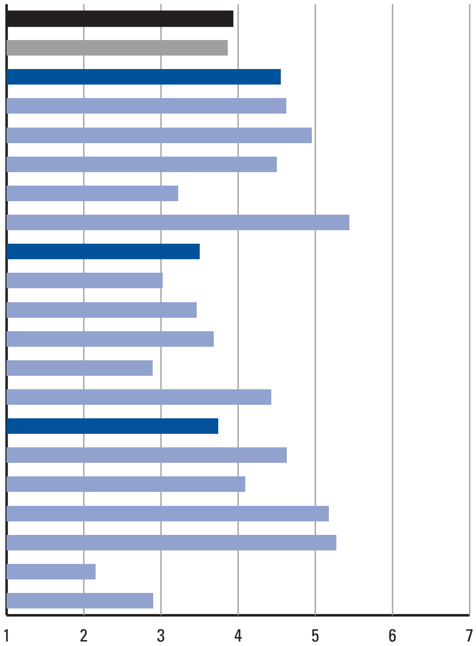
International tourist arrivals (thousands), 2009	8,341.2
International tourism receipts (US$ millions), 2009	6,557.4



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**78**	**3.9**
2009 Index	75	3.9
T&T regulatory framework	**69**	**4.5**
Policy rules and regulations	48	4.6
Environmental sustainability	36	5.0
Safety and security	84	4.5
Health and hygiene	104	3.2
Prioritization of Travel & Tourism	23	5.4
T&T business environment and infrastructure	**77**	**3.5**
Air transport infrastructure	68	3.0
Ground transport infrastructure	72	3.5
Tourism infrastructure	71	3.7
ICT infrastructure	79	2.9
Price competitiveness in the T&T industry	83	4.4
T&T human, cultural, and natural resources	**73**	**3.7**
Human resources	90	4.6
Education and training	102	4.1
Availability of qualified labor	53	5.2
Affinity for Travel & Tourism	22	5.3
Natural resources	126	2.1
Cultural resources	54	2.9



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Morocco

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	74
1.02	Property rights	63
1.03	Business impact of rules on FDI	74
1.04	Visa requirements*	72
1.05	Openness of bilateral Air Service Agreements*	56
1.06	Transparency of government policymaking	76
1.07	Time required to start a business*	**46**
1.08	Cost to start a business*	84
1.09	GATS commitments*	**35**
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	84
2.02	Enforcement of environmental regulation	79
2.03	Sustainability of T&T industry development	**19**
2.04	Carbon dioxide emissions*	**49**
2.05	Particulate matter concentration*	**32**
2.06	Threatened species*	94
2.07	Environmental treaty ratification*	65
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	84
3.02	Reliability of police services	62
3.03	Business costs of crime and violence	57
3.04	Road traffic accidents*	106
	4th pillar: Health and hygiene	
4.01	Physician density*	100
4.02	Access to improved sanitation*	91
4.03	Access to improved drinking water*	106
4.04	Hospital beds*	104
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	**11**
5.02	T&T government expenditure*	64
5.03	Effectiveness of marketing and branding	**12**
5.04	Comprehensiveness of annual T&T data*	**28**
5.05	Timeliness of providing monthly/quarterly T&T data*	**1**
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	67
6.02	Available seat kilometers, domestic*	**49**
6.03	Available seat kilometers, international*	**40**
6.04	Departures per 1,000 population*	76
6.05	Airport density*	85
6.06	Number of operating airlines*	**42**
6.07	International air transport network	60
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	88
7.02	Quality of railroad infrastructure	**37**
7.03	Quality of port infrastructure	62
7.04	Quality of ground transport network	75
7.05	Road density*	100

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	81
8.02	Presence of major car rental companies*	**1**
8.03	ATMs accepting Visa cards*	86
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	85
9.02	Internet users*	54
9.03	Telephone lines*	90
9.04	Broadband Internet subscribers*	88
9.05	Mobile telephone subscribers*	89
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	88
10.02	Purchasing power parity*	82
10.03	Extent and effect of taxation	100
10.04	Fuel price levels*	95
10.05	Hotel price index*	**48**
	11th pillar: Human resources	
11.01	Primary education enrollment*	96
11.02	Secondary education enrollment*	111
11.03	Quality of the educational system	105
11.04	Local availability of research and training services	60
11.05	Extent of staff training	87
11.06	Hiring and firing practices	66
11.07	Ease of hiring foreign labor	55
11.08	HIV prevalence*	**20**
11.09	Business impact of HIV/AIDS	105
11.10	Life expectancy*	74
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	**27**
12.02	Attitude of population toward foreign visitors	**12**
12.03	Extension of business trips recommended	**24**
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	75
13.02	Protected areas*	120
13.03	Quality of the natural environment	94
13.04	Total known species*	75
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	**23**
14.02	Sports stadiums*	82
14.03	Number of international fairs and exhibitions*	56
14.04	Creative industries exports*	65

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Mozambique

Key indicators

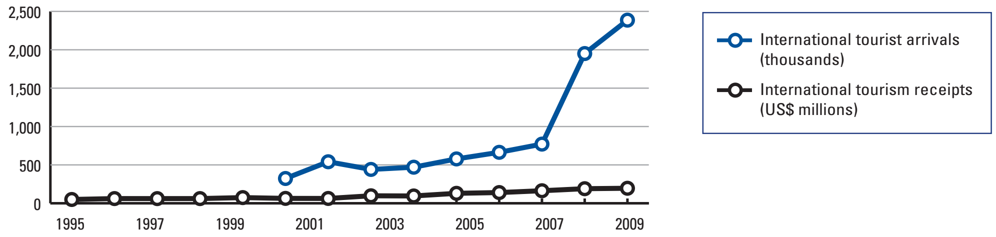
Population (millions), 2009	22.9
Surface area (1,000 square kilometers)	799.4
Gross domestic product (US$ billions), 2009	9.8
Gross domestic product (PPP, US$) per capita, 2009	932.5
Real GDP growth (percent), 2009	6.3
Environmental Performance Index, 2010 (out of 163 economies)	112

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	273	2.5	6.9
Employment (1,000 jobs)	158	2.0	3.6
T&T economy, 2010 estimates			
GDP (US$ millions)	605	5.6	6.7
Employment (1,000 jobs)	356	4.4	2.9

Source: World Travel & Tourism Council, TSA Research 2010

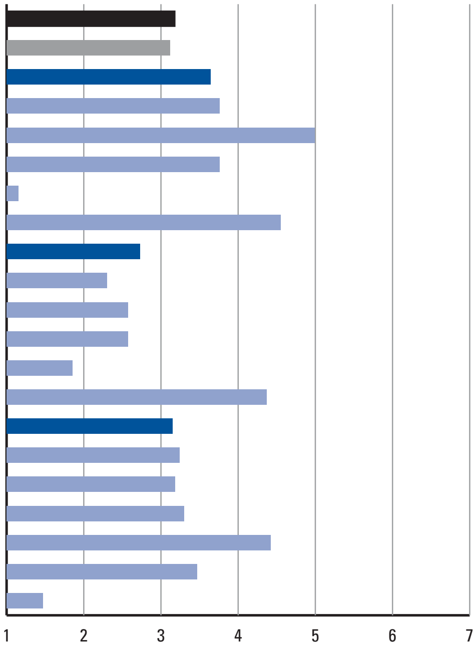
International tourist arrivals (thousands), 2009	2,386.0
International tourism receipts (US$ millions), 2009	195.6



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**128**	**3.2**
2009 Index	124	3.1
T&T regulatory framework	**124**	**3.6**
Policy rules and regulations	109	3.8
Environmental sustainability	32	5.0
Safety and security	125	3.8
Health and hygiene	136	1.1
Prioritization of Travel & Tourism	63	4.5
T&T business environment and infrastructure	**119**	**2.7**
Air transport infrastructure	112	2.3
Ground transport infrastructure	128	2.6
Tourism infrastructure	99	2.6
ICT infrastructure	127	1.9
Price competitiveness in the T&T industry	89	4.4
T&T human, cultural, and natural resources	**127**	**3.2**
Human resources	135	3.2
Education and training	129	3.2
Availability of qualified labor	135	3.3
Affinity for Travel & Tourism	94	4.4
Natural resources	55	3.5
Cultural resources	117	1.5



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Mozambique

The Travel & Tourism Competitiveness Index in detail

1st pillar: Policy rules and regulations

	INDICATOR	RANK/139
1.01	Prevalence of foreign ownership	71
1.02	Property rights	117
1.03	Business impact of rules on FDI	69
1.04	Visa requirements*	131
1.05	Openness of bilateral Air Service Agreements*	81
1.06	Transparency of government policymaking	66
1.07	Time required to start a business*	**50**
1.08	Cost to start a business*	78
1.09	GATS commitments*	115

2nd pillar: Environmental sustainability

	INDICATOR	RANK/139
2.01	Stringency of environmental regulation	88
2.02	Enforcement of environmental regulation	86
2.03	Sustainability of T&T industry development	**46**
2.04	Carbon dioxide emissions*	**9**
2.05	Particulate matter concentration*	**49**
2.06	Threatened species*	54
2.07	Environmental treaty ratification*	65

3rd pillar: Safety and security

	INDICATOR	RANK/139
3.01	Business costs of terrorism	97
3.02	Reliability of police services	90
3.03	Business costs of crime and violence	106
3.04	Road traffic accidents*	127

4th pillar: Health and hygiene

	INDICATOR	RANK/139
4.01	Physician density*	134
4.02	Access to improved sanitation*	127
4.03	Access to improved drinking water*	133
4.04	Hospital beds*	117

5th pillar: Prioritization of Travel & Tourism

	INDICATOR	RANK/139
5.01	Government prioritization of the T&T industry	**48**
5.02	T&T government expenditure*	94
5.03	Effectiveness of marketing and branding	54
5.04	Comprehensiveness of annual T&T data*	**28**
5.05	Timeliness of providing monthly/quarterly T&T data*	98

6th pillar: Air transport infrastructure

	INDICATOR	RANK/139
6.01	Quality of air transport infrastructure	92
6.02	Available seat kilometers, domestic*	**48**
6.03	Available seat kilometers, international*	126
6.04	Departures per 1,000 population*	105
6.05	Airport density*	77
6.06	Number of operating airlines*	124
6.07	International air transport network	80

7th pillar: Ground transport infrastructure

	INDICATOR	RANK/139
7.01	Quality of roads	129
7.02	Quality of railroad infrastructure	73
7.03	Quality of port infrastructure	104
7.04	Quality of ground transport network	128
7.05	Road density*	129

8th pillar: Tourism infrastructure

	INDICATOR	RANK/139
8.01	Hotel rooms*	122
8.02	Presence of major car rental companies*	64
8.03	ATMs accepting Visa cards*	111

9th pillar: ICT infrastructure

	INDICATOR	RANK/139
9.01	Extent of business Internet use	91
9.02	Internet users*	126
9.03	Telephone lines*	138
9.04	Broadband Internet subscribers*	118
9.05	Mobile telephone subscribers*	131

10th pillar: Price competitiveness in the T&T industry

	INDICATOR	RANK/139
10.01	Ticket taxes and airport charges*	81
10.02	Purchasing power parity*	**34**
10.03	Extent and effect of taxation	88
10.04	Fuel price levels*	134
10.05	Hotel price index*	**36**

11th pillar: Human resources

	INDICATOR	RANK/139
11.01	Primary education enrollment*	122
11.02	Secondary education enrollment*	136
11.03	Quality of the educational system	81
11.04	Local availability of research and training services	126
11.05	Extent of staff training	111
11.06	Hiring and firing practices	110
11.07	Ease of hiring foreign labor	135
11.08	HIV prevalence*	132
11.09	Business impact of HIV/AIDS	130
11.10	Life expectancy*	129

12th pillar: Affinity for Travel & Tourism

	INDICATOR	RANK/139
12.01	Tourism openness*	83
12.02	Attitude of population toward foreign visitors	80
12.03	Extension of business trips recommended	100

13th pillar: Natural resources

	INDICATOR	RANK/139
13.01	Number of World Heritage natural sites*	75
13.02	Protected areas*	**40**
13.03	Quality of the natural environment	71
13.04	Total known species*	**34**

14th pillar: Cultural resources

	INDICATOR	RANK/139
14.01	Number of World Heritage cultural sites*	73
14.02	Sports stadiums*	117
14.03	Number of international fairs and exhibitions*	88
14.04	Creative industries exports*	112

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Namibia

Key indicators

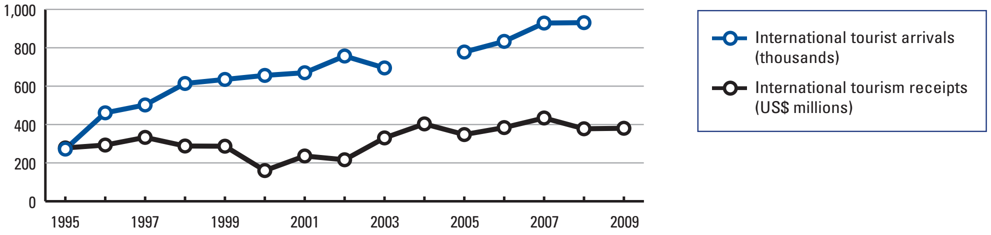
Population (millions), 2009	2.2
Surface area (1,000 square kilometers)	824.3
Gross domestic product (US$ billions), 2009	9.4
Gross domestic product (PPP, US$) per capita, 2009	6,652.6
Real GDP growth (percent), 2009	–0.8
Environmental Performance Index, 2010 (out of 163 economies)	81

Travel & Tourism indicators

T&T industry, 2010 estimates		Percent of total	2011–2020 annual growth (%, forecast)
GDP (US$ millions)	280	3.1	8.2
Employment (1,000 jobs)	19	4.6	5.9
T&T economy, 2010 estimates			
GDP (US$ millions)	1,191	13.2	6.1
Employment (1,000 jobs)	71	17.1	4.4

Source: World Travel & Tourism Council, TSA Research 2010

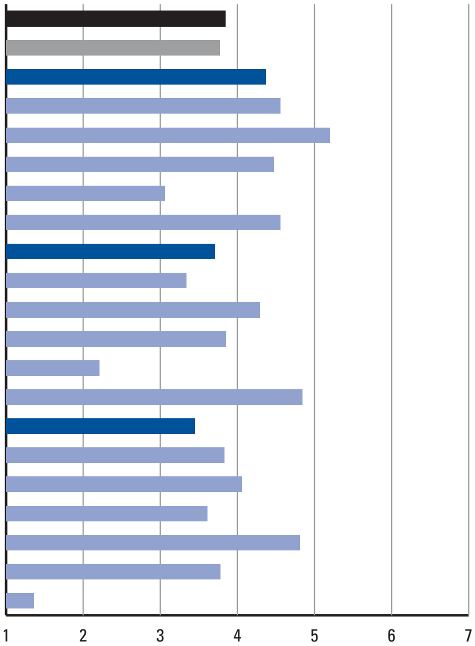
International tourist arrivals (thousands), 2008	931.1
International tourism receipts (US$ millions), 2009	380.5



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**84**	**3.8**
2009 Index	82	3.8
T&T regulatory framework	**83**	**4.4**
Policy rules and regulations	55	4.6
Environmental sustainability	22	5.2
Safety and security	86	4.5
Health and hygiene	106	3.1
Prioritization of Travel & Tourism	62	4.6
T&T business environment and infrastructure	**67**	**3.7**
Air transport infrastructure	59	3.3
Ground transport infrastructure	44	4.3
Tourism infrastructure	67	3.8
ICT infrastructure	109	2.2
Price competitiveness in the T&T industry	47	4.8
T&T human, cultural, and natural resources	**109**	**3.4**
Human resources	124	3.8
Education and training	105	4.1
Availability of qualified labor	133	3.6
Affinity for Travel & Tourism	50	4.8
Natural resources	47	3.8
Cultural resources	123	1.4



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Namibia

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	**32**
1.02	Property rights	**20**
1.03	Business impact of rules on FDI	**42**
1.04	Visa requirements*	90
1.05	Openness of bilateral Air Service Agreements*	51
1.06	Transparency of government policymaking	**39**
1.07	Time required to start a business*	128
1.08	Cost to start a business*	91
1.09	GATS commitments*	**1**
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	**34**
2.02	Enforcement of environmental regulation	**30**
2.03	Sustainability of T&T industry development	**15**
2.04	Carbon dioxide emissions*	**48**
2.05	Particulate matter concentration*	91
2.06	Threatened species*	64
2.07	Environmental treaty ratification*	65
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	**37**
3.02	Reliability of police services	54
3.03	Business costs of crime and violence	107
3.04	Road traffic accidents*	108
	4th pillar: Health and hygiene	
4.01	Physician density*	109
4.02	Access to improved sanitation*	116
4.03	Access to improved drinking water*	77
4.04	Hospital beds*	70
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	**20**
5.02	T&T government expenditure*	72
5.03	Effectiveness of marketing and branding	**37**
5.04	Comprehensiveness of annual T&T data*	105
5.05	Timeliness of providing monthly/quarterly T&T data*	102
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	55
6.02	Available seat kilometers, domestic*	78
6.03	Available seat kilometers, international*	105
6.04	Departures per 1,000 population*	67
6.05	Airport density*	**16**
6.06	Number of operating airlines*	129
6.07	International air transport network	58
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	**15**
7.02	Quality of railroad infrastructure	**30**
7.03	Quality of port infrastructure	**16**
7.04	Quality of ground transport network	54
7.05	Road density*	124

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	87
8.02	Presence of major car rental companies*	**40**
8.03	ATMs accepting Visa cards*	60
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	75
9.02	Internet users*	115
9.03	Telephone lines*	105
9.04	Broadband Internet subscribers*	128
9.05	Mobile telephone subscribers*	109
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	82
10.02	Purchasing power parity*	90
10.03	Extent and effect of taxation	**33**
10.04	Fuel price levels*	**32**
10.05	Hotel price index*	n/a
	11th pillar: Human resources	
11.01	Primary education enrollment*	102
11.02	Secondary education enrollment*	104
11.03	Quality of the educational system	112
11.04	Local availability of research and training services	116
11.05	Extent of staff training	66
11.06	Hiring and firing practices	124
11.07	Ease of hiring foreign labor	134
11.08	HIV prevalence*	133
11.09	Business impact of HIV/AIDS	128
11.10	Life expectancy*	108
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	65
12.02	Attitude of population toward foreign visitors	73
12.03	Extension of business trips recommended	**32**
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	75
13.02	Protected areas*	**43**
13.03	Quality of the natural environment	**9**
13.04	Total known species*	**42**
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	104
14.02	Sports stadiums*	88
14.03	Number of international fairs and exhibitions*	112
14.04	Creative industries exports*	89

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Nepal

Key indicators

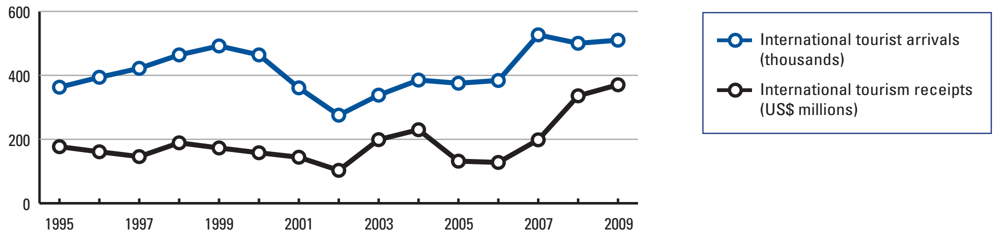
Population (millions), 2009	29.3
Surface area (1,000 square kilometers)	147.2
Gross domestic product (US$ billions), 2009	12.9
Gross domestic product (PPP, US$) per capita, 2009	1,215.3
Real GDP growth (percent), 2009	4.9
Environmental Performance Index, 2010 (out of 163 economies)	38

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	470	3.2	4.6
Employment (1,000 jobs)	262	2.5	4.3
T&T economy, 2010 estimates			
GDP (US$ millions)	1,072	7.4	4.4
Employment (1,000 jobs)	614	5.8	4.1

Source: World Travel & Tourism Council, TSA Research 2010

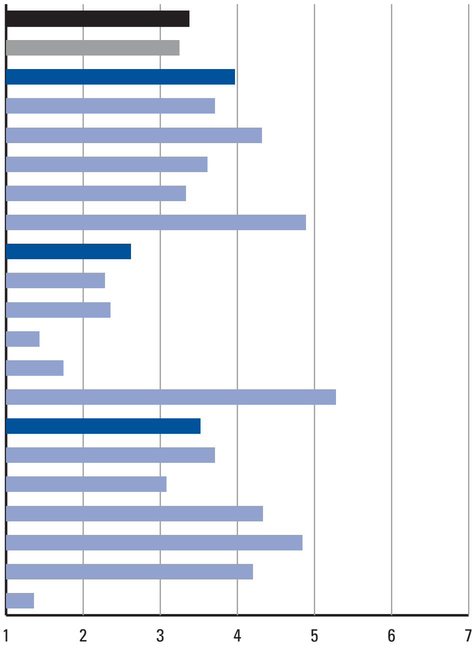
International tourist arrivals (thousands), 2009	510.0
International tourism receipts (US$ millions), 2009	370.5



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**112**	**3.4**
2009 Index	118	3.3
T&T regulatory framework	**106**	**4.0**
Policy rules and regulations	115	3.7
Environmental sustainability	84	4.3
Safety and security	127	3.6
Health and hygiene	102	3.3
Prioritization of Travel & Tourism	43	4.9
T&T business environment and infrastructure	**128**	**2.6**
Air transport infrastructure	116	2.3
Ground transport infrastructure	135	2.4
Tourism infrastructure	130	1.4
ICT infrastructure	133	1.7
Price competitiveness in the T&T industry	10	5.3
T&T human, cultural, and natural resources	**101**	**3.5**
Human resources	129	3.7
Education and training	131	3.1
Availability of qualified labor	126	4.3
Affinity for Travel & Tourism	48	4.8
Natural resources	34	4.2
Cultural resources	124	1.4



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Nepal

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	135
1.02	Property rights	125
1.03	Business impact of rules on FDI	110
1.04	Visa requirements*	**10**
1.05	Openness of bilateral Air Service Agreements*	128
1.06	Transparency of government policymaking	98
1.07	Time required to start a business*	99
1.08	Cost to start a business*	114
1.09	GATS commitments*	**43**
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	133
2.02	Enforcement of environmental regulation	133
2.03	Sustainability of T&T industry development	92
2.04	Carbon dioxide emissions*	**11**
2.05	Particulate matter concentration*	66
2.06	Threatened species*	96
2.07	Environmental treaty ratification*	108
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	137
3.02	Reliability of police services	124
3.03	Business costs of crime and violence	130
3.04	Road traffic accidents*	63
	4th pillar: Health and hygiene	
4.01	Physician density*	111
4.02	Access to improved sanitation*	118
4.03	Access to improved drinking water*	90
4.04	Hospital beds*	**36**
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	**49**
5.02	T&T government expenditure*	**36**
5.03	Effectiveness of marketing and branding	76
5.04	Comprehensiveness of annual T&T data*	105
5.05	Timeliness of providing monthly/quarterly T&T data*	**12**
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	116
6.02	Available seat kilometers, domestic*	61
6.03	Available seat kilometers, international*	86
6.04	Departures per 1,000 population*	113
6.05	Airport density*	64
6.06	Number of operating airlines*	72
6.07	International air transport network	123
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	130
7.02	Quality of railroad infrastructure	112
7.03	Quality of port infrastructure	125
7.04	Quality of ground transport network	108
7.05	Road density*	104

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	126
8.02	Presence of major car rental companies*	125
8.03	ATMs accepting Visa cards*	107
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	124
9.02	Internet users*	129
9.03	Telephone lines*	113
9.04	Broadband Internet subscribers*	120
9.05	Mobile telephone subscribers*	136
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	**35**
10.02	Purchasing power parity*	**7**
10.03	Extent and effect of taxation	70
10.04	Fuel price levels*	72
10.05	Hotel price index*	**2**
	11th pillar: Human resources	
11.01	Primary education enrollment*	125
11.02	Secondary education enrollment*	116
11.03	Quality of the educational system	116
11.04	Local availability of research and training services	132
11.05	Extent of staff training	137
11.06	Hiring and firing practices	98
11.07	Ease of hiring foreign labor	131
11.08	HIV prevalence*	79
11.09	Business impact of HIV/AIDS	115
11.10	Life expectancy*	108
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	**47**
12.02	Attitude of population toward foreign visitors	**44**
12.03	Extension of business trips recommended	67
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	**24**
13.02	Protected areas*	**29**
13.03	Quality of the natural environment	84
13.04	Total known species*	**30**
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	89
14.02	Sports stadiums*	129
14.03	Number of international fairs and exhibitions*	95
14.04	Creative industries exports*	70

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Netherlands

Key indicators

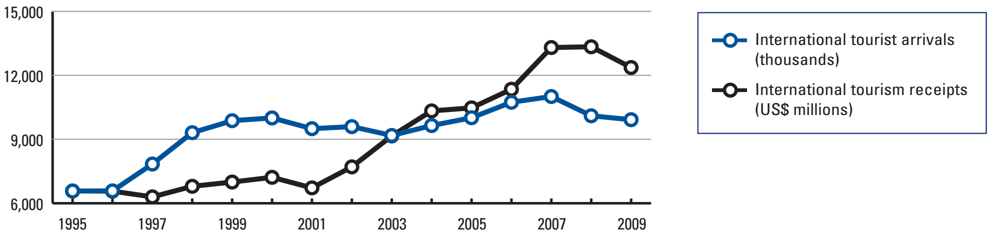
Population (millions), 2009	16.5
Surface area (1,000 square kilometers)	41.5
Gross domestic product (US$ billions), 2009	796.7
Gross domestic product (PPP, US$) per capita, 2009	39,877.2
Real GDP growth (percent), 2009	–3.9
Environmental Performance Index, 2010 (out of 163 economies)	47

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	23,163	2.7	2.8
Employment (1,000 jobs)	211	2.9	0.8
T&T economy, 2010 estimates			
GDP (US$ millions)	62,099	7.2	2.6
Employment (1,000 jobs)	549	7.6	0.3

Source: World Travel & Tourism Council, TSA Research 2010

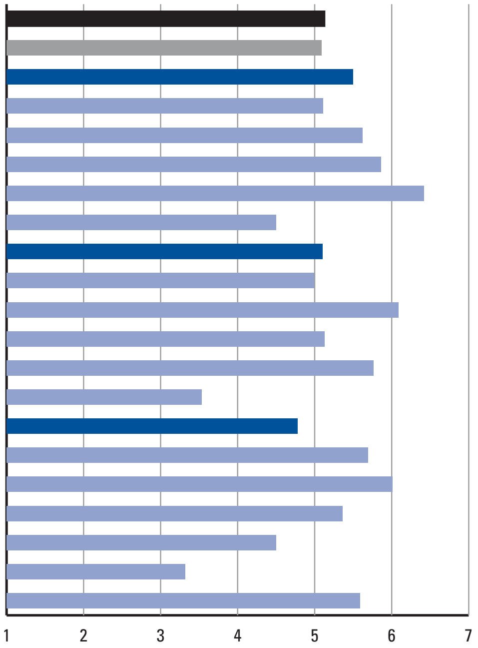
International tourist arrivals (thousands), 2009	9,920.8
International tourism receipts (US$ millions), 2009	12,367.7



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**14**	**5.1**
2009 Index	13	5.1
T&T regulatory framework	**16**	**5.5**
Policy rules and regulations	19	5.1
Environmental sustainability	10	5.6
Safety and security	16	5.9
Health and hygiene	19	6.4
Prioritization of Travel & Tourism	68	4.5
T&T business environment and infrastructure	**18**	**5.1**
Air transport infrastructure	15	5.0
Ground transport infrastructure	8	6.1
Tourism infrastructure	31	5.1
ICT infrastructure	6	5.8
Price competitiveness in the T&T industry	132	3.5
T&T human, cultural, and natural resources	**16**	**4.8**
Human resources	9	5.7
Education and training	7	6.0
Availability of qualified labor	28	5.4
Affinity for Travel & Tourism	79	4.5
Natural resources	67	3.3
Cultural resources	14	5.6



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Netherlands

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	27
1.02	Property rights	15
1.03	Business impact of rules on FDI	38
1.04	Visa requirements*	42
1.05	Openness of bilateral Air Service Agreements*	21
1.06	Transparency of government policymaking	18
1.07	Time required to start a business*	28
1.08	Cost to start a business*	51
1.09	GATS commitments*	65
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	**6**
2.02	Enforcement of environmental regulation	**9**
2.03	Sustainability of T&T industry development	34
2.04	Carbon dioxide emissions*	118
2.05	Particulate matter concentration*	63
2.06	Threatened species*	**11**
2.07	Environmental treaty ratification*	**1**
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	75
3.02	Reliability of police services	15
3.03	Business costs of crime and violence	59
3.04	Road traffic accidents*	**3**
	4th pillar: Health and hygiene	
4.01	Physician density*	**7**
4.02	Access to improved sanitation*	**1**
4.03	Access to improved drinking water*	**1**
4.04	Hospital beds*	37
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	81
5.02	T&T government expenditure*	101
5.03	Effectiveness of marketing and branding	39
5.04	Comprehensiveness of annual T&T data*	58
5.05	Timeliness of providing monthly/quarterly T&T data*	66
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	**8**
6.02	Available seat kilometers, domestic*	96
6.03	Available seat kilometers, international*	15
6.04	Departures per 1,000 population*	25
6.05	Airport density*	107
6.06	Number of operating airlines*	**12**
6.07	International air transport network	**8**
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	27
7.02	Quality of railroad infrastructure	**9**
7.03	Quality of port infrastructure	**3**
7.04	Quality of ground transport network	18
7.05	Road density*	**5**

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	49
8.02	Presence of major car rental companies*	**1**
8.03	ATMs accepting Visa cards*	35
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	16
9.02	Internet users*	**4**
9.03	Telephone lines*	21
9.04	Broadband Internet subscribers*	**2**
9.05	Mobile telephone subscribers*	28
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	109
10.02	Purchasing power parity*	128
10.03	Extent and effect of taxation	59
10.04	Fuel price levels*	132
10.05	Hotel price index*	83
	11th pillar: Human resources	
11.01	Primary education enrollment*	15
11.02	Secondary education enrollment*	**2**
11.03	Quality of the educational system	14
11.04	Local availability of research and training services	**4**
11.05	Extent of staff training	**11**
11.06	Hiring and firing practices	113
11.07	Ease of hiring foreign labor	26
11.08	HIV prevalence*	56
11.09	Business impact of HIV/AIDS	34
11.10	Life expectancy*	15
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	82
12.02	Attitude of population toward foreign visitors	71
12.03	Extension of business trips recommended	88
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	43
13.02	Protected areas*	39
13.03	Quality of the natural environment	34
13.04	Total known species*	108
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	29
14.02	Sports stadiums*	42
14.03	Number of international fairs and exhibitions*	**11**
14.04	Creative industries exports*	**8**

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

New Zealand

Key indicators

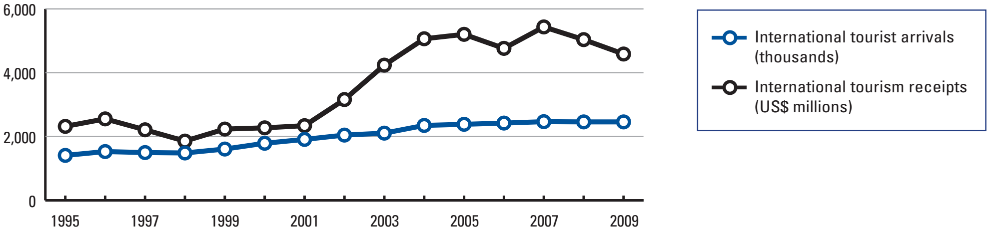
Population (millions), 2009	4.3
Surface area (1,000 square kilometers)	267.7
Gross domestic product (US$ billions), 2009	117.8
Gross domestic product (PPP, US$) per capita, 2009	26,670.0
Real GDP growth (percent), 2009	–1.6
Environmental Performance Index, 2010 (out of 163 economies)	15

Travel & Tourism indicators

T&T industry, 2010 estimates		Percent of total	2011–2020 annual growth (%, forecast)
GDP (US$ millions)	7,003	5.0	5.4
Employment (1,000 jobs)	112	5.2	2.9
T&T economy, 2010 estimates			
GDP (US$ millions)	16,243	11.6	4.8
Employment (1,000 jobs)	273	12.7	2.2

Source: World Travel & Tourism Council, TSA Research 2010

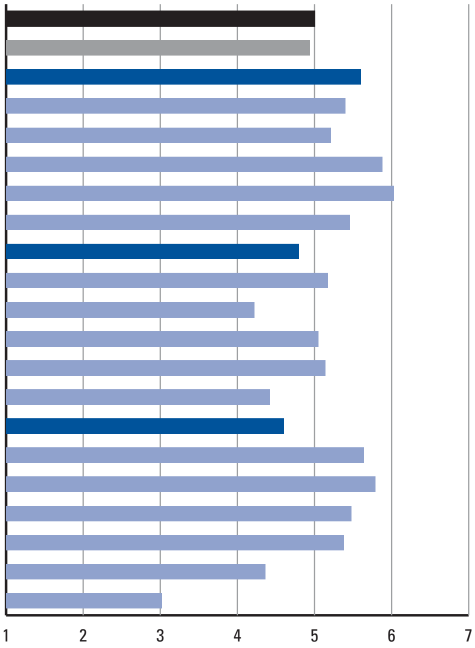
International tourist arrivals (thousands), 2009	2,458.4
International tourism receipts (US$ millions), 2009	4,585.8



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**19**	**5.0**
2009 Index	20	4.9
T&T regulatory framework	**13**	**5.6**
Policy rules and regulations	3	5.4
Environmental sustainability	20	5.2
Safety and security	14	5.9
Health and hygiene	30	6.0
Prioritization of Travel & Tourism	21	5.5
T&T business environment and infrastructure	**25**	**4.8**
Air transport infrastructure	11	5.2
Ground transport infrastructure	50	4.2
Tourism infrastructure	36	5.0
ICT infrastructure	23	5.1
Price competitiveness in the T&T industry	84	4.4
T&T human, cultural, and natural resources	**22**	**4.6**
Human resources	14	5.6
Education and training	15	5.8
Availability of qualified labor	17	5.5
Affinity for Travel & Tourism	18	5.4
Natural resources	30	4.4
Cultural resources	49	3.0



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

New Zealand

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	**8**
1.02	Property rights	**18**
1.03	Business impact of rules on FDI	55
1.04	Visa requirements*	82
1.05	Openness of bilateral Air Service Agreements*	27
1.06	Transparency of government policymaking	**3**
1.07	Time required to start a business*	**1**
1.08	Cost to start a business*	**3**
1.09	GATS commitments*	**17**
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	**13**
2.02	Enforcement of environmental regulation	**11**
2.03	Sustainability of T&T industry development	**5**
2.04	Carbon dioxide emissions*	101
2.05	Particulate matter concentration*	**6**
2.06	Threatened species*	139
2.07	Environmental treaty ratification*	**10**
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	67
3.02	Reliability of police services	**13**
3.03	Business costs of crime and violence	34
3.04	Road traffic accidents*	24
	4th pillar: Health and hygiene	
4.01	Physician density*	52
4.02	Access to improved sanitation*	**1**
4.03	Access to improved drinking water*	**1**
4.04	Hospital beds*	23
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	**3**
5.02	T&T government expenditure*	69
5.03	Effectiveness of marketing and branding	**5**
5.04	Comprehensiveness of annual T&T data*	44
5.05	Timeliness of providing monthly/quarterly T&T data*	**12**
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	**11**
6.02	Available seat kilometers, domestic*	29
6.03	Available seat kilometers, international*	32
6.04	Departures per 1,000 population*	**5**
6.05	Airport density*	**5**
6.06	Number of operating airlines*	84
6.07	International air transport network	**13**
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	45
7.02	Quality of railroad infrastructure	45
7.03	Quality of port infrastructure	26
7.04	Quality of ground transport network	32
7.05	Road density*	64

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	41
8.02	Presence of major car rental companies*	40
8.03	ATMs accepting Visa cards*	34
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	**14**
9.02	Internet users*	**12**
9.03	Telephone lines*	22
9.04	Broadband Internet subscribers*	23
9.05	Mobile telephone subscribers*	49
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	94
10.02	Purchasing power parity*	120
10.03	Extent and effect of taxation	44
10.04	Fuel price levels*	66
10.05	Hotel price index*	20
	11th pillar: Human resources	
11.01	Primary education enrollment*	**11**
11.02	Secondary education enrollment*	**5**
11.03	Quality of the educational system	**9**
11.04	Local availability of research and training services	29
11.05	Extent of staff training	21
11.06	Hiring and firing practices	83
11.07	Ease of hiring foreign labor	41
11.08	HIV prevalence*	20
11.09	Business impact of HIV/AIDS	**10**
11.10	Life expectancy*	**7**
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	50
12.02	Attitude of population toward foreign visitors	**1**
12.03	Extension of business trips recommended	**2**
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	**17**
13.02	Protected areas*	26
13.03	Quality of the natural environment	**3**
13.04	Total known species*	128
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	104
14.02	Sports stadiums*	**12**
14.03	Number of international fairs and exhibitions*	46
14.04	Creative industries exports*	59

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Nicaragua

Key indicators

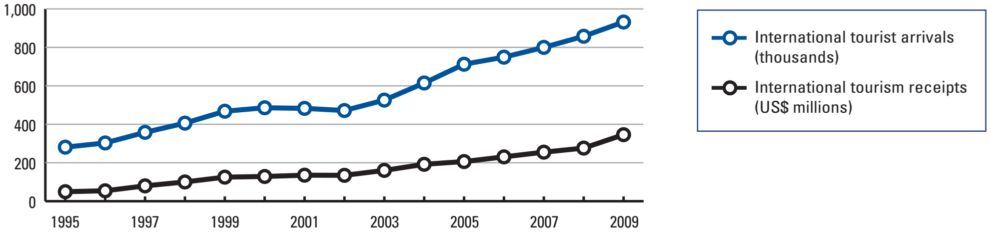
Population (millions), 2009	5.7
Surface area (1,000 square kilometers)	130.4
Gross domestic product (US$ billions), 2009	6.1
Gross domestic product (PPP, US$) per capita, 2009	2,892.0
Real GDP growth (percent), 2009	–1.5
Environmental Performance Index, 2010 (out of 163 economies)	93

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	178	2.8	6.3
Employment (1,000 jobs)	48	2.2	5.2
T&T economy, 2010 estimates			
GDP (US$ millions)	459	7.2	6.0
Employment (1,000 jobs)	127	5.8	4.9

Source: World Travel & Tourism Council, TSA Research 2010

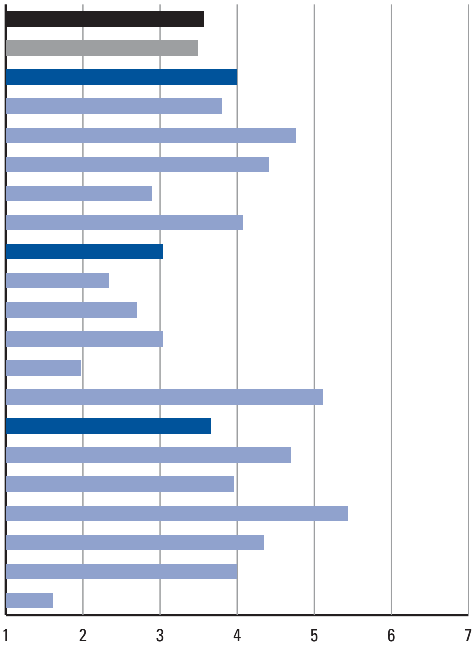
International tourist arrivals (thousands), 2009	931.9
International tourism receipts (US$ millions), 2009	345.9



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**100**	**3.6**
2009 Index	103	3.5
T&T regulatory framework	**105**	**4.0**
Policy rules and regulations	105	3.8
Environmental sustainability	55	4.8
Safety and security	92	4.4
Health and hygiene	109	2.9
Prioritization of Travel & Tourism	99	4.1
T&T business environment and infrastructure	**104**	**3.0**
Air transport infrastructure	108	2.3
Ground transport infrastructure	122	2.7
Tourism infrastructure	84	3.0
ICT infrastructure	116	2.0
Price competitiveness in the T&T industry	25	5.1
T&T human, cultural, and natural resources	**84**	**3.7**
Human resources	85	4.7
Education and training	111	4.0
Availability of qualified labor	22	5.4
Affinity for Travel & Tourism	101	4.3
Natural resources	39	4.0
Cultural resources	108	1.6



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Nicaragua

The Travel & Tourism Competitiveness Index in detail

1st pillar: Policy rules and regulations

	INDICATOR	RANK/139
1.01	Prevalence of foreign ownership	94
1.02	Property rights	124
1.03	Business impact of rules on FDI	106
1.04	Visa requirements*	**22**
1.05	Openness of bilateral Air Service Agreements*	**5**
1.06	Transparency of government policymaking	116
1.07	Time required to start a business*	113
1.08	Cost to start a business*	128
1.09	GATS commitments*	85

2nd pillar: Environmental sustainability

	INDICATOR	RANK/139
2.01	Stringency of environmental regulation	85
2.02	Enforcement of environmental regulation	91
2.03	Sustainability of T&T industry development	120
2.04	Carbon dioxide emissions*	**32**
2.05	Particulate matter concentration*	**48**
2.06	Threatened species*	**35**
2.07	Environmental treaty ratification*	81

3rd pillar: Safety and security

	INDICATOR	RANK/139
3.01	Business costs of terrorism	118
3.02	Reliability of police services	101
3.03	Business costs of crime and violence	105
3.04	Road traffic accidents*	57

4th pillar: Health and hygiene

	INDICATOR	RANK/139
4.01	Physician density*	107
4.02	Access to improved sanitation*	103
4.03	Access to improved drinking water*	99
4.04	Hospital beds*	112

5th pillar: Prioritization of Travel & Tourism

	INDICATOR	RANK/139
5.01	Government prioritization of the T&T industry	120
5.02	T&T government expenditure*	104
5.03	Effectiveness of marketing and branding	117
5.04	Comprehensiveness of annual T&T data*	**15**
5.05	Timeliness of providing monthly/quarterly T&T data*	**46**

6th pillar: Air transport infrastructure

	INDICATOR	RANK/139
6.01	Quality of air transport infrastructure	87
6.02	Available seat kilometers, domestic*	91
6.03	Available seat kilometers, international*	117
6.04	Departures per 1,000 population*	119
6.05	Airport density*	66
6.06	Number of operating airlines*	120
6.07	International air transport network	91

7th pillar: Ground transport infrastructure

	INDICATOR	RANK/139
7.01	Quality of roads	95
7.02	Quality of railroad infrastructure	n/a
7.03	Quality of port infrastructure	126
7.04	Quality of ground transport network	134
7.05	Road density*	96

8th pillar: Tourism infrastructure

	INDICATOR	RANK/139
8.01	Hotel rooms*	95
8.02	Presence of major car rental companies*	**40**
8.03	ATMs accepting Visa cards*	99

9th pillar: ICT infrastructure

	INDICATOR	RANK/139
9.01	Extent of business Internet use	130
9.02	Internet users*	124
9.03	Telephone lines*	107
9.04	Broadband Internet subscribers*	97
9.05	Mobile telephone subscribers*	110

10th pillar: Price competitiveness in the T&T industry

	INDICATOR	RANK/139
10.01	Ticket taxes and airport charges*	68
10.02	Purchasing power parity*	**19**
10.03	Extent and effect of taxation	82
10.04	Fuel price levels*	**46**
10.05	Hotel price index*	**21**

11th pillar: Human resources

	INDICATOR	RANK/139
11.01	Primary education enrollment*	78
11.02	Secondary education enrollment*	101
11.03	Quality of the educational system	132
11.04	Local availability of research and training services	119
11.05	Extent of staff training	95
11.06	Hiring and firing practices	**47**
11.07	Ease of hiring foreign labor	**20**
11.08	HIV prevalence*	56
11.09	Business impact of HIV/AIDS	98
11.10	Life expectancy*	53

12th pillar: Affinity for Travel & Tourism

	INDICATOR	RANK/139
12.01	Tourism openness*	**28**
12.02	Attitude of population toward foreign visitors	129
12.03	Extension of business trips recommended	128

13th pillar: Natural resources

	INDICATOR	RANK/139
13.01	Number of World Heritage natural sites*	75
13.02	Protected areas*	**5**
13.03	Quality of the natural environment	115
13.04	Total known species*	**36**

14th pillar: Cultural resources

	INDICATOR	RANK/139
14.01	Number of World Heritage cultural sites*	73
14.02	Sports stadiums*	87
14.03	Number of international fairs and exhibitions*	106
14.04	Creative industries exports*	102

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Nigeria

Key indicators

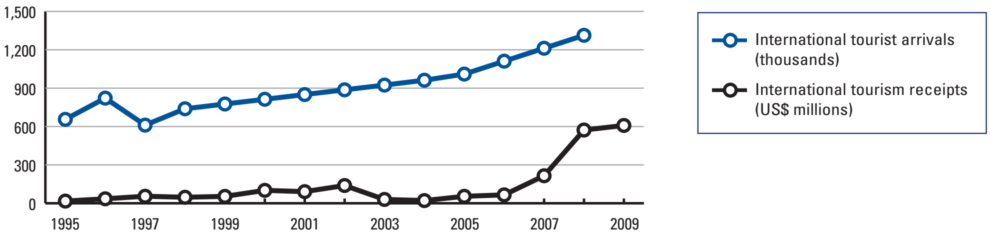
Population (millions), 2009	154.7
Surface area (1,000 square kilometers)	923.8
Gross domestic product (US$ billions), 2009	168.8
Gross domestic product (PPP, US$) per capita, 2009	2,274.1
Real GDP growth (percent), 2009	7.0
Environmental Performance Index, 2010 (out of 163 economies)	153

Travel & Tourism indicators

T&T industry, 2010 estimates		Percent of total	2011–2020 annual growth (%, forecast)
GDP (US$ millions)	1,298	0.6	5.8
Employment (1,000 jobs)	304	0.5	2.1
T&T economy, 2010 estimates			
GDP (US$ millions)	8,280	4.0	2.2
Employment (1,000 jobs)	1,891	3.3	–1.3

Source: World Travel & Tourism Council, TSA Research 2010

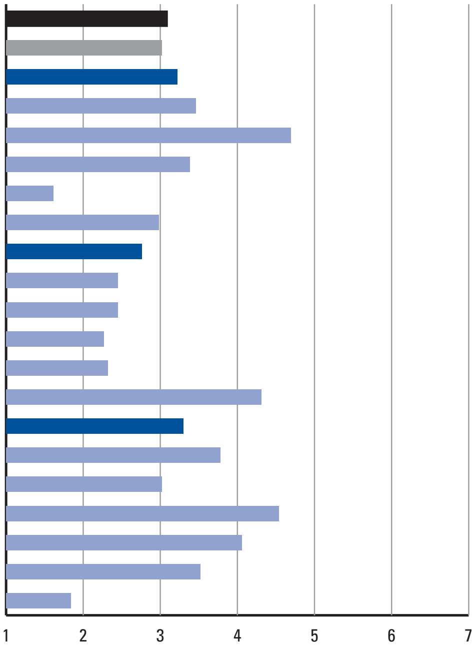
International tourist arrivals (thousands), 2008	1,313.0
International tourism receipts (US$ millions), 2009	608.4



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**130**	**3.1**
2009 Index	128	3.0
T&T regulatory framework	**134**	**3.2**
Policy rules and regulations	131	3.5
Environmental sustainability	61	4.7
Safety and security	133	3.4
Health and hygiene	131	1.6
Prioritization of Travel & Tourism	134	3.0
T&T business environment and infrastructure	**115**	**2.8**
Air transport infrastructure	102	2.5
Ground transport infrastructure	131	2.5
Tourism infrastructure	105	2.3
ICT infrastructure	105	2.3
Price competitiveness in the T&T industry	98	4.3
T&T human, cultural, and natural resources	**119**	**3.3**
Human resources	126	3.8
Education and training	132	3.0
Availability of qualified labor	119	4.5
Affinity for Travel & Tourism	123	4.1
Natural resources	52	3.5
Cultural resources	89	1.8



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Nigeria

The Travel & Tourism Competitiveness Index in detail

1st pillar: Policy rules and regulations

	INDICATOR	RANK/139
1.01	Prevalence of foreign ownership	88
1.02	Property rights	118
1.03	Business impact of rules on FDI	86
1.04	Visa requirements*	114
1.05	Openness of bilateral Air Service Agreements*	98
1.06	Transparency of government policymaking	126
1.07	Time required to start a business*	99
1.08	Cost to start a business*	123
1.09	GATS commitments*	**17**

2nd pillar: Environmental sustainability

	INDICATOR	RANK/139
2.01	Stringency of environmental regulation	121
2.02	Enforcement of environmental regulation	102
2.03	Sustainability of T&T industry development	97
2.04	Carbon dioxide emissions*	**28**
2.05	Particulate matter concentration*	87
2.06	Threatened species*	59
2.07	Environmental treaty ratification*	**16**

3rd pillar: Safety and security

	INDICATOR	RANK/139
3.01	Business costs of terrorism	121
3.02	Reliability of police services	125
3.03	Business costs of crime and violence	120
3.04	Road traffic accidents*	116

4th pillar: Health and hygiene

	INDICATOR	RANK/139
4.01	Physician density*	105
4.02	Access to improved sanitation*	117
4.03	Access to improved drinking water*	127
4.04	Hospital beds*	127

5th pillar: Prioritization of Travel & Tourism

	INDICATOR	RANK/139
5.01	Government prioritization of the T&T industry	119
5.02	T&T government expenditure*	135
5.03	Effectiveness of marketing and branding	101
5.04	Comprehensiveness of annual T&T data*	105
5.05	Timeliness of providing monthly/quarterly T&T data*	123

6th pillar: Air transport infrastructure

	INDICATOR	RANK/139
6.01	Quality of air transport infrastructure	101
6.02	Available seat kilometers, domestic*	**33**
6.03	Available seat kilometers, international*	54
6.04	Departures per 1,000 population*	116
6.05	Airport density*	130
6.06	Number of operating airlines*	61
6.07	International air transport network	86

7th pillar: Ground transport infrastructure

	INDICATOR	RANK/139
7.01	Quality of roads	128
7.02	Quality of railroad infrastructure	104
7.03	Quality of port infrastructure	121
7.04	Quality of ground transport network	122
7.05	Road density*	81

8th pillar: Tourism infrastructure

	INDICATOR	RANK/139
8.01	Hotel rooms*	134
8.02	Presence of major car rental companies*	80
8.03	ATMs accepting Visa cards*	105

9th pillar: ICT infrastructure

	INDICATOR	RANK/139
9.01	Extent of business Internet use	89
9.02	Internet users*	76
9.03	Telephone lines*	129
9.04	Broadband Internet subscribers*	121
9.05	Mobile telephone subscribers*	116

10th pillar: Price competitiveness in the T&T industry

	INDICATOR	RANK/139
10.01	Ticket taxes and airport charges*	83
10.02	Purchasing power parity*	**49**
10.03	Extent and effect of taxation	**50**
10.04	Fuel price levels*	**18**
10.05	Hotel price index*	116

11th pillar: Human resources

	INDICATOR	RANK/139
11.01	Primary education enrollment*	135
11.02	Secondary education enrollment*	127
11.03	Quality of the educational system	63
11.04	Local availability of research and training services	90
11.05	Extent of staff training	74
11.06	Hiring and firing practices	**8**
11.07	Ease of hiring foreign labor	**33**
11.08	HIV prevalence*	126
11.09	Business impact of HIV/AIDS	118
11.10	Life expectancy*	132

12th pillar: Affinity for Travel & Tourism

	INDICATOR	RANK/139
12.01	Tourism openness*	104
12.02	Attitude of population toward foreign visitors	104
12.03	Extension of business trips recommended	121

13th pillar: Natural resources

	INDICATOR	RANK/139
13.01	Number of World Heritage natural sites*	75
13.02	Protected areas*	51
13.03	Quality of the natural environment	98
13.04	Total known species*	**24**

14th pillar: Cultural resources

	INDICATOR	RANK/139
14.01	Number of World Heritage cultural sites*	53
14.02	Sports stadiums*	119
14.03	Number of international fairs and exhibitions*	74
14.04	Creative industries exports*	68

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Norway

Key indicators

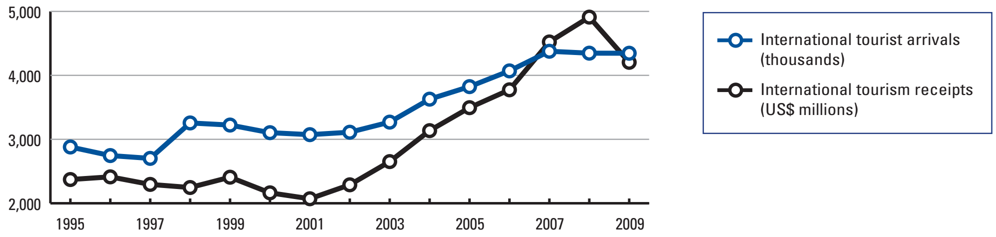
Population (millions), 2009	4.8
Surface area (1,000 square kilometers)	323.8
Gross domestic product (US$ billions), 2009	378.6
Gross domestic product (PPP, US$) per capita, 2009	51,985.3
Real GDP growth (percent), 2009	–1.4
Environmental Performance Index, 2010 (out of 163 economies)	5

Travel & Tourism indicators

T&T industry, 2010 estimates		Percent of total	2011–2020 annual growth (%, forecast)
GDP (US$ millions)	6,884	1.5	0.1
Employment (1,000 jobs)	52	2.1	–2.8
T&T economy, 2010 estimates			
GDP (US$ millions)	30,261	6.6	1.1
Employment (1,000 jobs)	244	9.8	–2.0

Source: World Travel & Tourism Council, TSA Research 2010

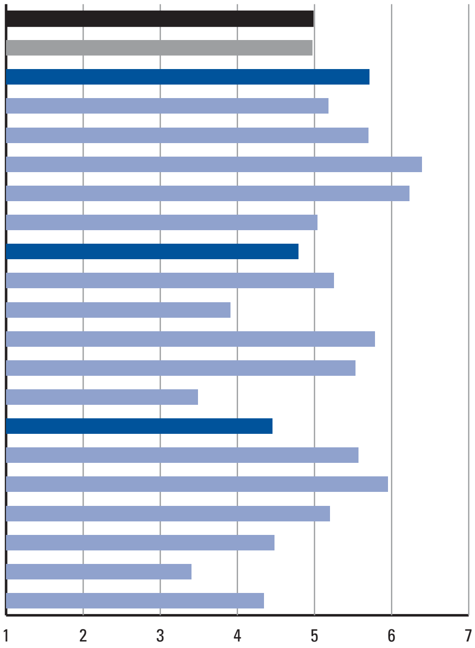
International tourist arrivals (thousands), 2009	4,346.0
International tourism receipts (US$ millions), 2009	4,204.0



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**20**	**5.0**
2009 Index	19	5.0
T&T regulatory framework	**8**	**5.7**
Policy rules and regulations	15	5.2
Environmental sustainability	6	5.7
Safety and security	3	6.4
Health and hygiene	23	6.2
Prioritization of Travel & Tourism	36	5.0
T&T business environment and infrastructure	**26**	**4.8**
Air transport infrastructure	9	5.3
Ground transport infrastructure	63	3.9
Tourism infrastructure	23	5.8
ICT infrastructure	11	5.5
Price competitiveness in the T&T industry	134	3.5
T&T human, cultural, and natural resources	**32**	**4.4**
Human resources	16	5.6
Education and training	10	5.9
Availability of qualified labor	44	5.2
Affinity for Travel & Tourism	88	4.5
Natural resources	60	3.4
Cultural resources	27	4.3



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Norway

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	24
1.02	Property rights	**9**
1.03	Business impact of rules on FDI	83
1.04	Visa requirements*	42
1.05	Openness of bilateral Air Service Agreements*	73
1.06	Transparency of government policymaking	**12**
1.07	Time required to start a business*	21
1.08	Cost to start a business*	20
1.09	GATS commitments*	**17**
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	**7**
2.02	Enforcement of environmental regulation	**10**
2.03	Sustainability of T&T industry development	53
2.04	Carbon dioxide emissions*	108
2.05	Particulate matter concentration*	**9**
2.06	Threatened species*	26
2.07	Environmental treaty ratification*	**10**
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	25
3.02	Reliability of police services	**8**
3.03	Business costs of crime and violence	**14**
3.04	Road traffic accidents*	**6**
	4th pillar: Health and hygiene	
4.01	Physician density*	**8**
4.02	Access to improved sanitation*	**1**
4.03	Access to improved drinking water*	**1**
4.04	Hospital beds*	44
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	86
5.02	T&T government expenditure*	28
5.03	Effectiveness of marketing and branding	70
5.04	Comprehensiveness of annual T&T data*	**12**
5.05	Timeliness of providing monthly/quarterly T&T data*	66
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	**10**
6.02	Available seat kilometers, domestic*	27
6.03	Available seat kilometers, international*	48
6.04	Departures per 1,000 population*	**3**
6.05	Airport density*	**3**
6.06	Number of operating airlines*	37
6.07	International air transport network	38
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	79
7.02	Quality of railroad infrastructure	50
7.03	Quality of port infrastructure	**15**
7.04	Quality of ground transport network	38
7.05	Road density*	71

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	**17**
8.02	Presence of major car rental companies*	40
8.03	ATMs accepting Visa cards*	39
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	**12**
9.02	Internet users*	**2**
9.03	Telephone lines*	30
9.04	Broadband Internet subscribers*	**4**
9.05	Mobile telephone subscribers*	48
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	45
10.02	Purchasing power parity*	137
10.03	Extent and effect of taxation	64
10.04	Fuel price levels*	129
10.05	Hotel price index*	85
	11th pillar: Human resources	
11.01	Primary education enrollment*	**18**
11.02	Secondary education enrollment*	**8**
11.03	Quality of the educational system	**19**
11.04	Local availability of research and training services	**14**
11.05	Extent of staff training	**3**
11.06	Hiring and firing practices	123
11.07	Ease of hiring foreign labor	65
11.08	HIV prevalence*	20
11.09	Business impact of HIV/AIDS	**1**
11.10	Life expectancy*	**7**
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	78
12.02	Attitude of population toward foreign visitors	34
12.03	Extension of business trips recommended	110
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	43
13.02	Protected areas*	61
13.03	Quality of the natural environment	**7**
13.04	Total known species*	116
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	44
14.02	Sports stadiums*	**13**
14.03	Number of international fairs and exhibitions*	27
14.04	Creative industries exports*	51

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Oman

Key indicators

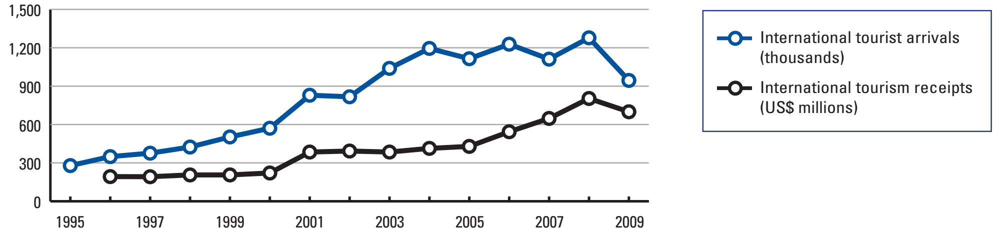
Population (millions), 2009	2.8
Surface area (1,000 square kilometers)	309.5
Gross domestic product (US$ billions), 2009	46.1
Gross domestic product (PPP, US$) per capita, 2009	25,635.2
Real GDP growth (percent), 2009	3.6
Environmental Performance Index, 2010 (out of 163 economies)	131

Travel & Tourism indicators

T&T industry, 2010 estimates		Percent of total	2011–2020 annual growth (%, forecast)
GDP (US$ millions)	882	1.5	8.1
Employment (1,000 jobs)	24	2.1	6.5
T&T economy, 2010 estimates			
GDP (US$ millions)	4,360	7.6	5.6
Employment (1,000 jobs)	87	7.8	4.5

Source: World Travel & Tourism Council, TSA Research 2010

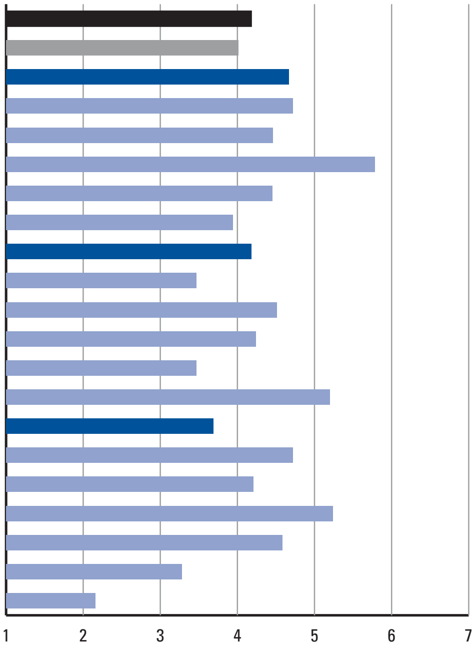
International tourist arrivals (thousands), 2009	944.6
International tourism receipts (US$ millions), 2009	699.6



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**61**	**4.2**
2009 Index	68	4.0
T&T regulatory framework	**61**	**4.7**
Policy rules and regulations	41	4.7
Environmental sustainability	76	4.5
Safety and security	17	5.8
Health and hygiene	78	4.5
Prioritization of Travel & Tourism	109	3.9
T&T business environment and infrastructure	**47**	**4.2**
Air transport infrastructure	53	3.5
Ground transport infrastructure	40	4.5
Tourism infrastructure	59	4.2
ICT infrastructure	58	3.5
Price competitiveness in the T&T industry	19	5.2
T&T human, cultural, and natural resources	**76**	**3.7**
Human resources	84	4.7
Education and training	97	4.2
Availability of qualified labor	39	5.2
Affinity for Travel & Tourism	71	4.6
Natural resources	69	3.3
Cultural resources	77	2.2



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Oman

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	87
1.02	Property rights	**24**
1.03	Business impact of rules on FDI	54
1.04	Visa requirements*	97
1.05	Openness of bilateral Air Service Agreements*	101
1.06	Transparency of government policymaking	**32**
1.07	Time required to start a business*	**46**
1.08	Cost to start a business*	**35**
1.09	GATS commitments*	**43**
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	**15**
2.02	Enforcement of environmental regulation	**17**
2.03	Sustainability of T&T industry development	**8**
2.04	Carbon dioxide emissions*	124
2.05	Particulate matter concentration*	127
2.06	Threatened species*	69
2.07	Environmental treaty ratification*	**46**
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	**11**
3.02	Reliability of police services	**20**
3.03	Business costs of crime and violence	**2**
3.04	Road traffic accidents*	87
	4th pillar: Health and hygiene	
4.01	Physician density*	62
4.02	Access to improved sanitation*	72
4.03	Access to improved drinking water*	90
4.04	Hospital beds*	82
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	**22**
5.02	T&T government expenditure*	122
5.03	Effectiveness of marketing and branding	**22**
5.04	Comprehensiveness of annual T&T data*	115
5.05	Timeliness of providing monthly/quarterly T&T data*	123
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	**41**
6.02	Available seat kilometers, domestic*	51
6.03	Available seat kilometers, international*	70
6.04	Departures per 1,000 population*	**31**
6.05	Airport density*	**43**
6.06	Number of operating airlines*	65
6.07	International air transport network	56
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	**10**
7.02	Quality of railroad infrastructure	n/a
7.03	Quality of port infrastructure	**33**
7.04	Quality of ground transport network	**42**
7.05	Road density*	92

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	66
8.02	Presence of major car rental companies*	**1**
8.03	ATMs accepting Visa cards*	64
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	**42**
9.02	Internet users*	**42**
9.03	Telephone lines*	92
9.04	Broadband Internet subscribers*	90
9.05	Mobile telephone subscribers*	**17**
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	**14**
10.02	Purchasing power parity*	109
10.03	Extent and effect of taxation	**4**
10.04	Fuel price levels*	**7**
10.05	Hotel price index*	99
	11th pillar: Human resources	
11.01	Primary education enrollment*	132
11.02	Secondary education enrollment*	68
11.03	Quality of the educational system	**43**
11.04	Local availability of research and training services	85
11.05	Extent of staff training	**45**
11.06	Hiring and firing practices	**39**
11.07	Ease of hiring foreign labor	90
11.08	HIV prevalence*	**20**
11.09	Business impact of HIV/AIDS	60
11.10	Life expectancy*	53
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	95
12.02	Attitude of population toward foreign visitors	76
12.03	Extension of business trips recommended	**49**
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	**43**
13.02	Protected areas*	69
13.03	Quality of the natural environment	**13**
13.04	Total known species*	92
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	53
14.02	Sports stadiums*	52
14.03	Number of international fairs and exhibitions*	106
14.04	Creative industries exports*	87

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Pakistan

Key indicators

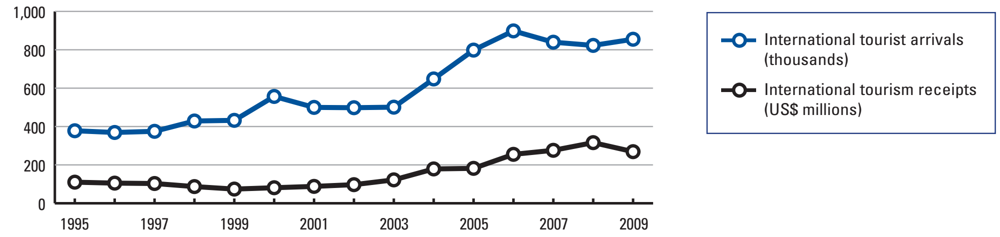
Population (millions), 2009	169.7
Surface area (1,000 square kilometers)	796.1
Gross domestic product (US$ billions), 2009	162.0
Gross domestic product (PPP, US$) per capita, 2009	2,683.2
Real GDP growth (percent), 2009	3.4
Environmental Performance Index, 2010 (out of 163 economies)	125

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	3,370	2.0	5.5
Employment (1,000 jobs)	869	1.6	2.7
T&T economy, 2010 estimates			
GDP (US$ millions)	9,117	5.3	5.8
Employment (1,000 jobs)	2,400	4.3	3.0

Source: World Travel & Tourism Council, TSA Research 2010

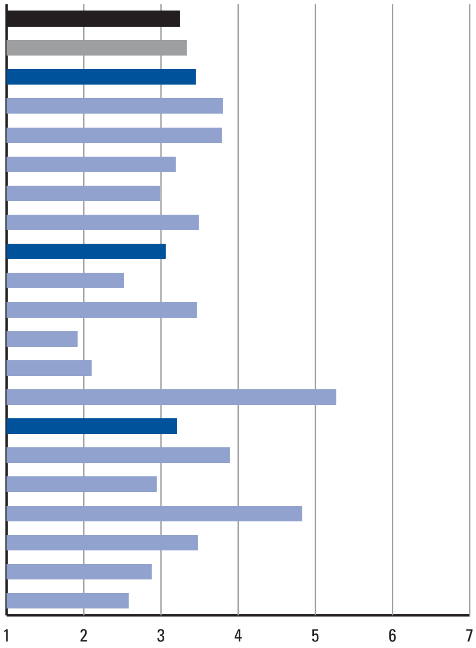
International tourist arrivals (thousands), 2009	854.9
International tourism receipts (US$ millions), 2009	269.0



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**125**	**3.2**
2009 Index	113	3.3
T&T regulatory framework	**129**	**3.5**
Policy rules and regulations	106	3.8
Environmental sustainability	133	3.8
Safety and security	138	3.2
Health and hygiene	107	3.0
Prioritization of Travel & Tourism	121	3.5
T&T business environment and infrastructure	**102**	**3.1**
Air transport infrastructure	98	2.5
Ground transport infrastructure	71	3.5
Tourism infrastructure	119	1.9
ICT infrastructure	113	2.1
Price competitiveness in the T&T industry	11	5.3
T&T human, cultural, and natural resources	**122**	**3.2**
Human resources	122	3.9
Education and training	134	2.9
Availability of qualified labor	100	4.8
Affinity for Travel & Tourism	137	3.5
Natural resources	83	2.9
Cultural resources	62	2.6



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Pakistan

The Travel & Tourism Competitiveness Index in detail

1st pillar: Policy rules and regulations

	INDICATOR	RANK/139
1.01	Prevalence of foreign ownership	109
1.02	Property rights	107
1.03	Business impact of rules on FDI	73
1.04	Visa requirements*	129
1.05	Openness of bilateral Air Service Agreements*	67
1.06	Transparency of government policymaking	115
1.07	Time required to start a business*	82
1.08	Cost to start a business*	69
1.09	GATS commitments*	109

2nd pillar: Environmental sustainability

2.01	Stringency of environmental regulation	123
2.02	Enforcement of environmental regulation	120
2.03	Sustainability of T&T industry development	130
2.04	Carbon dioxide emissions*	**34**
2.05	Particulate matter concentration*	132
2.06	Threatened species*	89
2.07	Environmental treaty ratification*	**46**

3rd pillar: Safety and security

3.01	Business costs of terrorism	138
3.02	Reliability of police services	119
3.03	Business costs of crime and violence	126
3.04	Road traffic accidents*	99

4th pillar: Health and hygiene

4.01	Physician density*	94
4.02	Access to improved sanitation*	112
4.03	Access to improved drinking water*	82
4.04	Hospital beds*	122

5th pillar: Prioritization of Travel & Tourism

5.01	Government prioritization of the T&T industry	134
5.02	T&T government expenditure*	109
5.03	Effectiveness of marketing and branding	128
5.04	Comprehensiveness of annual T&T data*	83
5.05	Timeliness of providing monthly/quarterly T&T data*	72

6th pillar: Air transport infrastructure

6.01	Quality of air transport infrastructure	81
6.02	Available seat kilometers, domestic*	**31**
6.03	Available seat kilometers, international*	**47**
6.04	Departures per 1,000 population*	110
6.05	Airport density*	121
6.06	Number of operating airlines*	69
6.07	International air transport network	88

7th pillar: Ground transport infrastructure

7.01	Quality of roads	72
7.02	Quality of railroad infrastructure	55
7.03	Quality of port infrastructure	73
7.04	Quality of ground transport network	92
7.05	Road density*	66

8th pillar: Tourism infrastructure

	INDICATOR	RANK/139
8.01	Hotel rooms*	131
8.02	Presence of major car rental companies*	95
8.03	ATMs accepting Visa cards*	118

9th pillar: ICT infrastructure

9.01	Extent of business Internet use	103
9.02	Internet users*	99
9.03	Telephone lines*	117
9.04	Broadband Internet subscribers*	109
9.05	Mobile telephone subscribers*	114

10th pillar: Price competitiveness in the T&T industry

10.01	Ticket taxes and airport charges*	61
10.02	Purchasing power parity*	**8**
10.03	Extent and effect of taxation	**46**
10.04	Fuel price levels*	**41**
10.05	Hotel price index*	**18**

11th pillar: Human resources

11.01	Primary education enrollment*	133
11.02	Secondary education enrollment*	125
11.03	Quality of the educational system	87
11.04	Local availability of research and training services	97
11.05	Extent of staff training	115
11.06	Hiring and firing practices	51
11.07	Ease of hiring foreign labor	73
11.08	HIV prevalence*	**20**
11.09	Business impact of HIV/AIDS	102
11.10	Life expectancy*	108

12th pillar: Affinity for Travel & Tourism

12.01	Tourism openness*	136
12.02	Attitude of population toward foreign visitors	135
12.03	Extension of business trips recommended	134

13th pillar: Natural resources

13.01	Number of World Heritage natural sites*	75
13.02	Protected areas*	63
13.03	Quality of the natural environment	114
13.04	Total known species*	**43**

14th pillar: Cultural resources

14.01	Number of World Heritage cultural sites*	**29**
14.02	Sports stadiums*	120
14.03	Number of international fairs and exhibitions*	88
14.04	Creative industries exports*	**33**

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Panama

Key indicators

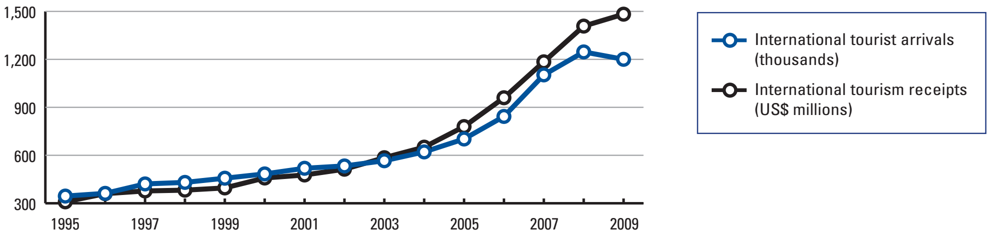
Population (millions), 2009	3.5
Surface area (1,000 square kilometers)	75.4
Gross domestic product (US$ billions), 2009	24.9
Gross domestic product (PPP, US$) per capita, 2009	11,776.0
Real GDP growth (percent), 2009	3.0
Environmental Performance Index, 2010 (out of 163 economies)	24

Travel & Tourism indicators

T&T industry, 2010 estimates		Percent of total	2011–2020 annual growth (%, forecast)
GDP (US$ millions)	1,435	5.6	4.6
Employment (1,000 jobs)	86	5.7	2.1
T&T economy, 2010 estimates			
GDP (US$ millions)	3,515	13.7	4.6
Employment (1,000 jobs)	200	13.2	2.1

Source: World Travel & Tourism Council, TSA Research 2010

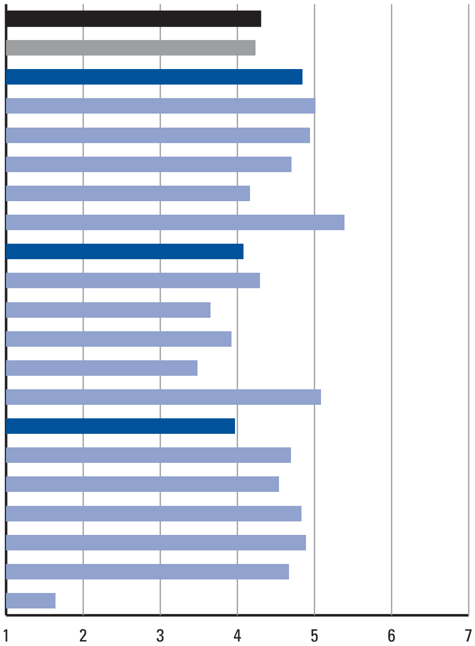
International tourist arrivals (thousands), 2009	1,200.4
International tourism receipts (US$ millions), 2009	1,482.7



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**56**	**4.3**
2009 Index	55	4.2
T&T regulatory framework	**52**	**4.8**
Policy rules and regulations	24	5.0
Environmental sustainability	38	4.9
Safety and security	71	4.7
Health and hygiene	85	4.2
Prioritization of Travel & Tourism	24	5.4
T&T business environment and infrastructure	**52**	**4.1**
Air transport infrastructure	33	4.3
Ground transport infrastructure	68	3.6
Tourism infrastructure	66	3.9
ICT infrastructure	57	3.5
Price competitiveness in the T&T industry	30	5.1
T&T human, cultural, and natural resources	**57**	**4.0**
Human resources	87	4.7
Education and training	79	4.5
Availability of qualified labor	98	4.8
Affinity for Travel & Tourism	42	4.9
Natural resources	19	4.7
Cultural resources	104	1.6



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Panama

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	**15**
1.02	Property rights	51
1.03	Business impact of rules on FDI	**11**
1.04	Visa requirements*	**42**
1.05	Openness of bilateral Air Service Agreements*	**11**
1.06	Transparency of government policymaking	52
1.07	Time required to start a business*	**35**
1.08	Cost to start a business*	67
1.09	GATS commitments*	79
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	68
2.02	Enforcement of environmental regulation	72
2.03	Sustainability of T&T industry development	**38**
2.04	Carbon dioxide emissions*	58
2.05	Particulate matter concentration*	68
2.06	Threatened species*	91
2.07	Environmental treaty ratification*	**16**
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	77
3.02	Reliability of police services	82
3.03	Business costs of crime and violence	112
3.04	Road traffic accidents*	**40**
	4th pillar: Health and hygiene	
4.01	Physician density*	69
4.02	Access to improved sanitation*	91
4.03	Access to improved drinking water*	76
4.04	Hospital beds*	76
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	**37**
5.02	T&T government expenditure*	**39**
5.03	Effectiveness of marketing and branding	**21**
5.04	Comprehensiveness of annual T&T data*	**28**
5.05	Timeliness of providing monthly/quarterly T&T data*	**12**
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	**24**
6.02	Available seat kilometers, domestic*	65
6.03	Available seat kilometers, international*	55
6.04	Departures per 1,000 population*	**34**
6.05	Airport density*	**6**
6.06	Number of operating airlines*	86
6.07	International air transport network	**11**
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	59
7.02	Quality of railroad infrastructure	58
7.03	Quality of port infrastructure	**11**
7.04	Quality of ground transport network	126
7.05	Road density*	93

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	58
8.02	Presence of major car rental companies*	**40**
8.03	ATMs accepting Visa cards*	73
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	57
9.02	Internet users*	78
9.03	Telephone lines*	81
9.04	Broadband Internet subscribers*	62
9.05	Mobile telephone subscribers*	**8**
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	**23**
10.02	Purchasing power parity*	64
10.03	Extent and effect of taxation	**43**
10.04	Fuel price levels*	**22**
10.05	Hotel price index*	79
	11th pillar: Human resources	
11.01	Primary education enrollment*	**26**
11.02	Secondary education enrollment*	99
11.03	Quality of the educational system	128
11.04	Local availability of research and training services	62
11.05	Extent of staff training	**50**
11.06	Hiring and firing practices	117
11.07	Ease of hiring foreign labor	119
11.08	HIV prevalence*	103
11.09	Business impact of HIV/AIDS	81
11.10	Life expectancy*	**38**
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	**40**
12.02	Attitude of population toward foreign visitors	108
12.03	Extension of business trips recommended	**31**
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	**17**
13.02	Protected areas*	58
13.03	Quality of the natural environment	64
13.04	Total known species*	**18**
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	89
14.02	Sports stadiums*	85
14.03	Number of international fairs and exhibitions*	64
14.04	Creative industries exports*	107

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Paraguay

Key indicators

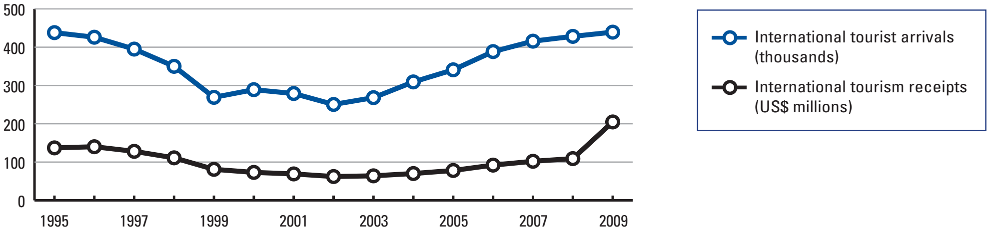
Population (millions), 2009	6.3
Surface area (1,000 square kilometers)	406.8
Gross domestic product (US$ billions), 2009	14.2
Gross domestic product (PPP, US$) per capita, 2009	4,559.9
Real GDP growth (percent), 2009	–3.8
Environmental Performance Index, 2010 (out of 163 economies)	60

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	236	1.6	3.5
Employment (1,000 jobs)	42	1.5	2.4
T&T economy, 2010 estimates			
GDP (US$ millions)	848	5.7	4.1
Employment (1,000 jobs)	144	5.0	3.0

Source: World Travel & Tourism Council, TSA Research 2010

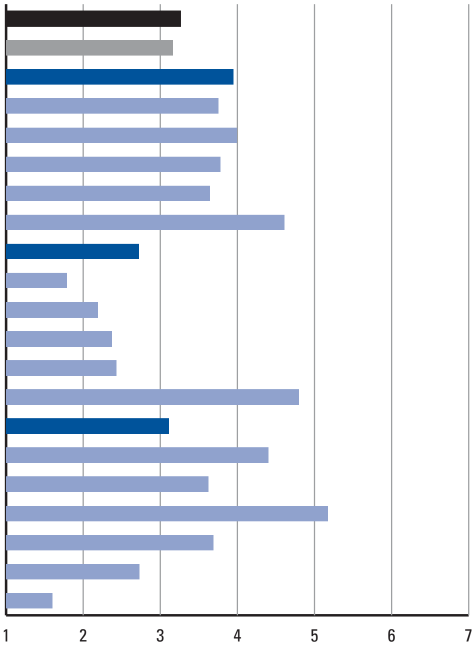
International tourist arrivals (thousands), 2009	439.2
International tourism receipts (US$ millions), 2009	204.8



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**123**	**3.3**
2009 Index	122	3.2
T&T regulatory framework	**107**	**4.0**
Policy rules and regulations	110	3.7
Environmental sustainability	121	4.0
Safety and security	124	3.8
Health and hygiene	99	3.6
Prioritization of Travel & Tourism	57	4.6
T&T business environment and infrastructure	**122**	**2.7**
Air transport infrastructure	136	1.8
Ground transport infrastructure	138	2.2
Tourism infrastructure	101	2.4
ICT infrastructure	100	2.4
Price competitiveness in the T&T industry	52	4.8
T&T human, cultural, and natural resources	**130**	**3.1**
Human resources	105	4.4
Education and training	122	3.6
Availability of qualified labor	52	5.2
Affinity for Travel & Tourism	135	3.7
Natural resources	89	2.7
Cultural resources	109	1.6



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Paraguay

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	105
1.02	Property rights	129
1.03	Business impact of rules on FDI	119
1.04	Visa requirements*	85
1.05	Openness of bilateral Air Service Agreements*	**37**
1.06	Transparency of government policymaking	108
1.07	Time required to start a business*	107
1.08	Cost to start a business*	119
1.09	GATS commitments*	**27**
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	110
2.02	Enforcement of environmental regulation	127
2.03	Sustainability of T&T industry development	134
2.04	Carbon dioxide emissions*	**29**
2.05	Particulate matter concentration*	116
2.06	Threatened species*	53
2.07	Environmental treaty ratification*	94
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	108
3.02	Reliability of police services	136
3.03	Business costs of crime and violence	121
3.04	Road traffic accidents*	82
	4th pillar: Health and hygiene	
4.01	Physician density*	87
4.02	Access to improved sanitation*	90
4.03	Access to improved drinking water*	95
4.04	Hospital beds*	100
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	135
5.02	T&T government expenditure*	**16**
5.03	Effectiveness of marketing and branding	129
5.04	Comprehensiveness of annual T&T data*	**44**
5.05	Timeliness of providing monthly/quarterly T&T data*	**12**
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	137
6.02	Available seat kilometers, domestic*	81
6.03	Available seat kilometers, international*	120
6.04	Departures per 1,000 population*	79
6.05	Airport density*	103
6.06	Number of operating airlines*	124
6.07	International air transport network	136
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	133
7.02	Quality of railroad infrastructure	115
7.03	Quality of port infrastructure	109
7.04	Quality of ground transport network	136
7.05	Road density*	119

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	106
8.02	Presence of major car rental companies*	95
8.03	ATMs accepting Visa cards*	87
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	125
9.02	Internet users*	91
9.03	Telephone lines*	106
9.04	Broadband Internet subscribers*	83
9.05	Mobile telephone subscribers*	78
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	86
10.02	Purchasing power parity*	53
10.03	Extent and effect of taxation	**23**
10.04	Fuel price levels*	78
10.05	Hotel price index*	53
	11th pillar: Human resources	
11.01	Primary education enrollment*	108
11.02	Secondary education enrollment*	103
11.03	Quality of the educational system	137
11.04	Local availability of research and training services	130
11.05	Extent of staff training	123
11.06	Hiring and firing practices	103
11.07	Ease of hiring foreign labor	**28**
11.08	HIV prevalence*	68
11.09	Business impact of HIV/AIDS	91
11.10	Life expectancy*	53
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	128
12.02	Attitude of population toward foreign visitors	121
12.03	Extension of business trips recommended	136
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	75
13.02	Protected areas*	92
13.03	Quality of the natural environment	121
13.04	Total known species*	**37**
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	104
14.02	Sports stadiums*	65
14.03	Number of international fairs and exhibitions*	74
14.04	Creative industries exports*	95

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Peru

Key indicators

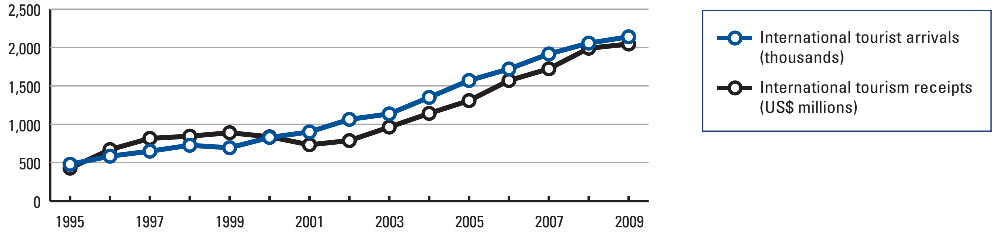
Population (millions), 2009	29.2
Surface area (1,000 square kilometers)	1,285.2
Gross domestic product (US$ billions), 2009	126.8
Gross domestic product (PPP, US$) per capita, 2009	8,626.2
Real GDP growth (percent), 2009	0.9
Environmental Performance Index, 2010 (out of 163 economies)	31

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	3,756	2.8	5.7
Employment (1,000 jobs)	364	2.7	3.3
T&T economy, 2010 estimates			
GDP (US$ millions)	9,819	7.4	5.3
Employment (1,000 jobs)	911	6.8	3.0

Source: World Travel & Tourism Council, TSA Research 2010

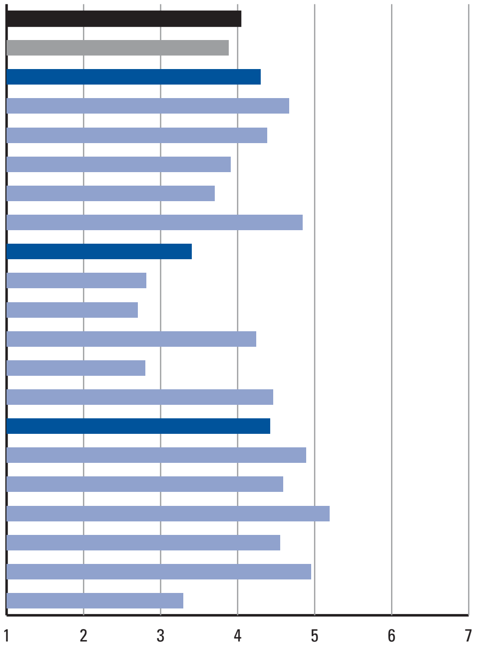
International tourist arrivals (thousands), 2009	2,140.0
International tourism receipts (US$ millions), 2009	2,045.5



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**69**	**4.0**
2009 Index	74	3.9
T&T regulatory framework	**87**	**4.3**
Policy rules and regulations	45	4.7
Environmental sustainability	79	4.4
Safety and security	119	3.9
Health and hygiene	98	3.7
Prioritization of Travel & Tourism	47	4.8
T&T business environment and infrastructure	**82**	**3.4**
Air transport infrastructure	78	2.8
Ground transport infrastructure	121	2.7
Tourism infrastructure	58	4.2
ICT infrastructure	84	2.8
Price competitiveness in the T&T industry	81	4.5
T&T human, cultural, and natural resources	**34**	**4.4**
Human resources	66	4.9
Education and training	72	4.6
Availability of qualified labor	45	5.2
Affinity for Travel & Tourism	74	4.6
Natural resources	7	5.0
Cultural resources	44	3.3



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Peru

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	**21**
1.02	Property rights	92
1.03	Business impact of rules on FDI	**17**
1.04	Visa requirements*	**12**
1.05	Openness of bilateral Air Service Agreements*	**7**
1.06	Transparency of government policymaking	59
1.07	Time required to start a business*	90
1.08	Cost to start a business*	77
1.09	GATS commitments*	112
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	80
2.02	Enforcement of environmental regulation	106
2.03	Sustainability of T&T industry development	**49**
2.04	Carbon dioxide emissions*	**50**
2.05	Particulate matter concentration*	97
2.06	Threatened species*	119
2.07	Environmental treaty ratification*	**46**
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	115
3.02	Reliability of police services	118
3.03	Business costs of crime and violence	119
3.04	Road traffic accidents*	88
	4th pillar: Health and hygiene	
4.01	Physician density*	67
4.02	Access to improved sanitation*	93
4.03	Access to improved drinking water*	103
4.04	Hospital beds*	96
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	59
5.02	T&T government expenditure*	86
5.03	Effectiveness of marketing and branding	**33**
5.04	Comprehensiveness of annual T&T data*	**1**
5.05	Timeliness of providing monthly/quarterly T&T data*	72
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	78
6.02	Available seat kilometers, domestic*	**32**
6.03	Available seat kilometers, international*	**46**
6.04	Departures per 1,000 population*	70
6.05	Airport density*	69
6.06	Number of operating airlines*	76
6.07	International air transport network	68
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	92
7.02	Quality of railroad infrastructure	91
7.03	Quality of port infrastructure	113
7.04	Quality of ground transport network	115
7.05	Road density*	121

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	**47**
8.02	Presence of major car rental companies*	**1**
8.03	ATMs accepting Visa cards*	82
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	96
9.02	Internet users*	70
9.03	Telephone lines*	93
9.04	Broadband Internet subscribers*	80
9.05	Mobile telephone subscribers*	83
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	110
10.02	Purchasing power parity*	**46**
10.03	Extent and effect of taxation	**47**
10.04	Fuel price levels*	113
10.05	Hotel price index*	56
	11th pillar: Human resources	
11.01	Primary education enrollment*	62
11.02	Secondary education enrollment*	64
11.03	Quality of the educational system	124
11.04	Local availability of research and training services	73
11.05	Extent of staff training	78
11.06	Hiring and firing practices	102
11.07	Ease of hiring foreign labor	**45**
11.08	HIV prevalence*	79
11.09	Business impact of HIV/AIDS	65
11.10	Life expectancy*	**38**
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	110
12.02	Attitude of population toward foreign visitors	84
12.03	Extension of business trips recommended	**28**
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	**10**
13.02	Protected areas*	**50**
13.03	Quality of the natural environment	119
13.04	Total known species*	**3**
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	**18**
14.02	Sports stadiums*	64
14.03	Number of international fairs and exhibitions*	**45**
14.04	Creative industries exports*	61

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Philippines

Key indicators

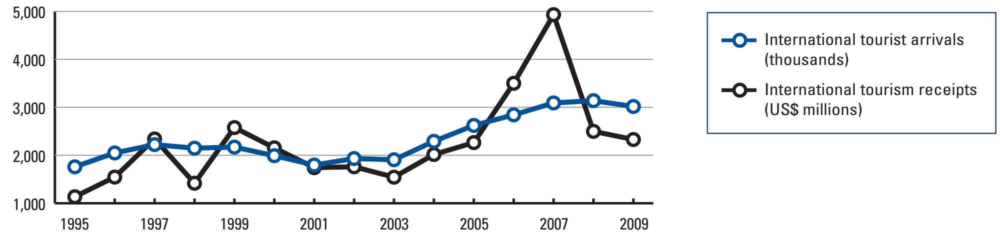
Population (millions), 2009	92.0
Surface area (1,000 square kilometers)	300.0
Gross domestic product (US$ billions), 2009	161.2
Gross domestic product (PPP, US$) per capita, 2009	3,515.9
Real GDP growth (percent), 2009	1.1
Environmental Performance Index, 2010 (out of 163 economies)	50

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	4,982	2.9	6.5
Employment (1,000 jobs)	1,095	3.1	2.9
T&T economy, 2010 estimates			
GDP (US$ millions)	12,034	6.9	6.8
Employment (1,000 jobs)	3,070	8.6	2.7

Source: World Travel & Tourism Council, TSA Research 2010

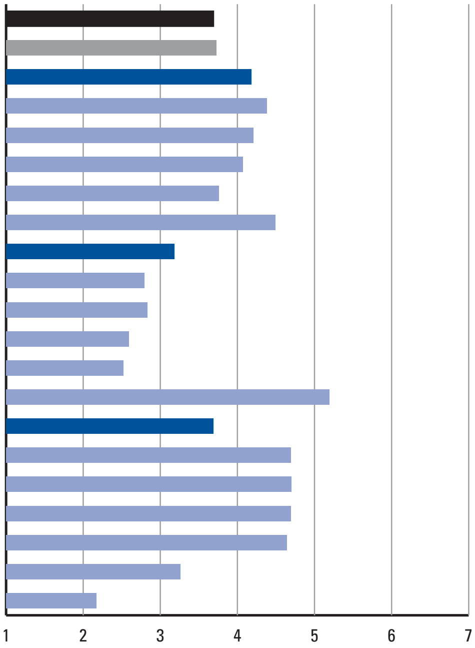
International tourist arrivals (thousands), 2009	3,017.1
International tourism receipts (US$ millions), 2009	2,329.0



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**94**	**3.7**
2009 Index	86	3.7
T&T regulatory framework	**98**	**4.2**
Policy rules and regulations	70	4.4
Environmental sustainability	94	4.2
Safety and security	109	4.1
Health and hygiene	97	3.8
Prioritization of Travel & Tourism	70	4.5
T&T business environment and infrastructure	**95**	**3.2**
Air transport infrastructure	80	2.8
Ground transport infrastructure	114	2.8
Tourism infrastructure	98	2.6
ICT infrastructure	98	2.5
Price competitiveness in the T&T industry	20	5.2
T&T human, cultural, and natural resources	**75**	**3.7**
Human resources	86	4.7
Education and training	66	4.7
Availability of qualified labor	108	4.7
Affinity for Travel & Tourism	65	4.6
Natural resources	70	3.3
Cultural resources	76	2.2



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Philippines

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	104
1.02	Property rights	99
1.03	Business impact of rules on FDI	98
1.04	Visa requirements*	**3**
1.05	Openness of bilateral Air Service Agreements*	**29**
1.06	Transparency of government policymaking	123
1.07	Time required to start a business*	111
1.08	Cost to start a business*	101
1.09	GATS commitments*	52
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	105
2.02	Enforcement of environmental regulation	117
2.03	Sustainability of T&T industry development	103
2.04	Carbon dioxide emissions*	**31**
2.05	Particulate matter concentration*	**37**
2.06	Threatened species*	135
2.07	Environmental treaty ratification*	**30**
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	126
3.02	Reliability of police services	105
3.03	Business costs of crime and violence	104
3.04	Road traffic accidents*	84
	4th pillar: Health and hygiene	
4.01	Physician density*	84
4.02	Access to improved sanitation*	85
4.03	Access to improved drinking water*	80
4.04	Hospital beds*	127
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	70
5.02	T&T government expenditure*	63
5.03	Effectiveness of marketing and branding	99
5.04	Comprehensiveness of annual T&T data*	55
5.05	Timeliness of providing monthly/quarterly T&T data*	66
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	112
6.02	Available seat kilometers, domestic*	**21**
6.03	Available seat kilometers, international*	**30**
6.04	Departures per 1,000 population*	97
6.05	Airport density*	87
6.06	Number of operating airlines*	52
6.07	International air transport network	83
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	114
7.02	Quality of railroad infrastructure	97
7.03	Quality of port infrastructure	131
7.04	Quality of ground transport network	131
7.05	Road density*	**47**
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	132
8.02	Presence of major car rental companies*	64
8.03	ATMs accepting Visa cards*	102
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	93
9.02	Internet users*	106
9.03	Telephone lines*	102
9.04	Broadband Internet subscribers*	85
9.05	Mobile telephone subscribers*	62
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	**20**
10.02	Purchasing power parity*	**37**
10.03	Extent and effect of taxation	77
10.04	Fuel price levels*	53
10.05	Hotel price index*	**15**
	11th pillar: Human resources	
11.01	Primary education enrollment*	80
11.02	Secondary education enrollment*	83
11.03	Quality of the educational system	69
11.04	Local availability of research and training services	77
11.05	Extent of staff training	**46**
11.06	Hiring and firing practices	116
11.07	Ease of hiring foreign labor	117
11.08	HIV prevalence*	**1**
11.09	Business impact of HIV/AIDS	83
11.10	Life expectancy*	87
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	102
12.02	Attitude of population toward foreign visitors	**40**
12.03	Extension of business trips recommended	**40**
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	**24**
13.02	Protected areas*	112
13.03	Quality of the natural environment	93
13.04	Total known species*	**40**
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	53
14.02	Sports stadiums*	123
14.03	Number of international fairs and exhibitions*	**47**
14.04	Creative industries exports*	**47**

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Poland

Key indicators

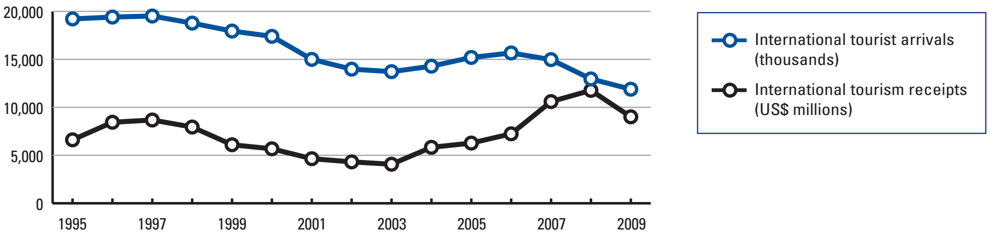
Population (millions), 2009	38.1
Surface area (1,000 square kilometers)	312.7
Gross domestic product (US$ billions), 2009	430.7
Gross domestic product (PPP, US$) per capita, 2009	18,050.2
Real GDP growth (percent), 2009	1.7
Environmental Performance Index, 2010 (out of 163 economies)	63

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	7,990	1.6	5.6
Employment (1,000 jobs)	254	1.6	0.5
T&T economy, 2010 estimates			
GDP (US$ millions)	35,707	7.3	6.3
Employment (1,000 jobs)	1,054	6.8	1.1

Source: World Travel & Tourism Council, TSA Research 2010

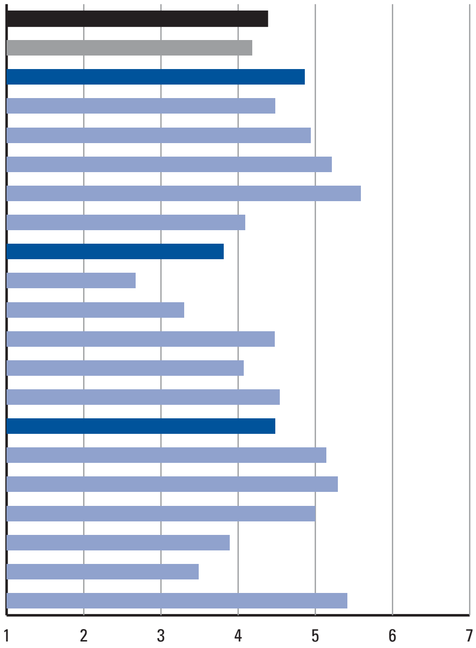
International tourist arrivals (thousands), 2009	11,890.0
International tourism receipts (US$ millions), 2009	9,011.0



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**49**	**4.4**
2009 Index	58	4.2
T&T regulatory framework	**49**	**4.9**
Policy rules and regulations	61	4.5
Environmental sustainability	37	4.9
Safety and security	50	5.2
Health and hygiene	44	5.6
Prioritization of Travel & Tourism	98	4.1
T&T business environment and infrastructure	**65**	**3.8**
Air transport infrastructure	88	2.7
Ground transport infrastructure	78	3.3
Tourism infrastructure	52	4.5
ICT infrastructure	44	4.1
Price competitiveness in the T&T industry	66	4.5
T&T human, cultural, and natural resources	**30**	**4.5**
Human resources	43	5.1
Education and training	33	5.3
Availability of qualified labor	81	5.0
Affinity for Travel & Tourism	132	3.9
Natural resources	54	3.5
Cultural resources	17	5.4



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Poland

The Travel & Tourism Competitiveness Index in detail

1st pillar: Policy rules and regulations

	INDICATOR	RANK/139
1.01	Prevalence of foreign ownership	62
1.02	Property rights	59
1.03	Business impact of rules on FDI	94
1.04	Visa requirements*	**42**
1.05	Openness of bilateral Air Service Agreements*	**12**
1.06	Transparency of government policymaking	113
1.07	Time required to start a business*	102
1.08	Cost to start a business*	87
1.09	GATS commitments*	55

2nd pillar: Environmental sustainability

	INDICATOR	RANK/139
2.01	Stringency of environmental regulation	**46**
2.02	Enforcement of environmental regulation	47
2.03	Sustainability of T&T industry development	112
2.04	Carbon dioxide emissions*	104
2.05	Particulate matter concentration*	76
2.06	Threatened species*	**30**
2.07	Environmental treaty ratification*	**1**

3rd pillar: Safety and security

	INDICATOR	RANK/139
3.01	Business costs of terrorism	59
3.02	Reliability of police services	60
3.03	Business costs of crime and violence	50
3.04	Road traffic accidents*	59

4th pillar: Health and hygiene

	INDICATOR	RANK/139
4.01	Physician density*	55
4.02	Access to improved sanitation*	66
4.03	Access to improved drinking water*	**1**
4.04	Hospital beds*	**34**

5th pillar: Prioritization of Travel & Tourism

	INDICATOR	RANK/139
5.01	Government prioritization of the T&T industry	128
5.02	T&T government expenditure*	89
5.03	Effectiveness of marketing and branding	107
5.04	Comprehensiveness of annual T&T data*	**12**
5.05	Timeliness of providing monthly/quarterly T&T data*	72

6th pillar: Air transport infrastructure

	INDICATOR	RANK/139
6.01	Quality of air transport infrastructure	108
6.02	Available seat kilometers, domestic*	52
6.03	Available seat kilometers, international*	**45**
6.04	Departures per 1,000 population*	69
6.05	Airport density*	110
6.06	Number of operating airlines*	**36**
6.07	International air transport network	99

7th pillar: Ground transport infrastructure

	INDICATOR	RANK/139
7.01	Quality of roads	131
7.02	Quality of railroad infrastructure	62
7.03	Quality of port infrastructure	114
7.04	Quality of ground transport network	96
7.05	Road density*	**41**

8th pillar: Tourism infrastructure

	INDICATOR	RANK/139
8.01	Hotel rooms*	77
8.02	Presence of major car rental companies*	**1**
8.03	ATMs accepting Visa cards*	**44**

9th pillar: ICT infrastructure

	INDICATOR	RANK/139
9.01	Extent of business Internet use	50
9.02	Internet users*	**35**
9.03	Telephone lines*	50
9.04	Broadband Internet subscribers*	**42**
9.05	Mobile telephone subscribers*	**41**

10th pillar: Price competitiveness in the T&T industry

	INDICATOR	RANK/139
10.01	Ticket taxes and airport charges*	47
10.02	Purchasing power parity*	76
10.03	Extent and effect of taxation	107
10.04	Fuel price levels*	114
10.05	Hotel price index*	**26**

11th pillar: Human resources

	INDICATOR	RANK/139
11.01	Primary education enrollment*	54
11.02	Secondary education enrollment*	**28**
11.03	Quality of the educational system	62
11.04	Local availability of research and training services	**22**
11.05	Extent of staff training	52
11.06	Hiring and firing practices	108
11.07	Ease of hiring foreign labor	102
11.08	HIV prevalence*	**20**
11.09	Business impact of HIV/AIDS	**24**
11.10	Life expectancy*	**38**

12th pillar: Affinity for Travel & Tourism

	INDICATOR	RANK/139
12.01	Tourism openness*	87
12.02	Attitude of population toward foreign visitors	134
12.03	Extension of business trips recommended	125

13th pillar: Natural resources

	INDICATOR	RANK/139
13.01	Number of World Heritage natural sites*	**43**
13.02	Protected areas*	**22**
13.03	Quality of the natural environment	67
13.04	Total known species*	96

14th pillar: Cultural resources

	INDICATOR	RANK/139
14.01	Number of World Heritage cultural sites*	**19**
14.02	Sports stadiums*	54
14.03	Number of international fairs and exhibitions*	**28**
14.04	Creative industries exports*	**17**

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Portugal

Key indicators

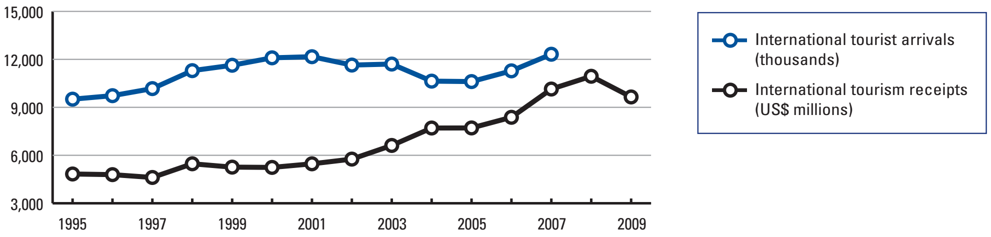
Population (millions), 2009	10.6
Surface area (1,000 square kilometers)	92.1
Gross domestic product (US$ billions), 2009	233.5
Gross domestic product (PPP, US$) per capita, 2009	22,670.7
Real GDP growth (percent), 2009	–2.6
Environmental Performance Index, 2010 (out of 163 economies)	19

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	14,408	5.8	4.2
Employment (1,000 jobs)	377	7.5	2.7
T&T economy, 2010 estimates			
GDP (US$ millions)	35,799	14.4	4.0
Employment (1,000 jobs)	943	18.8	2.4

Source: World Travel & Tourism Council, TSA Research 2010

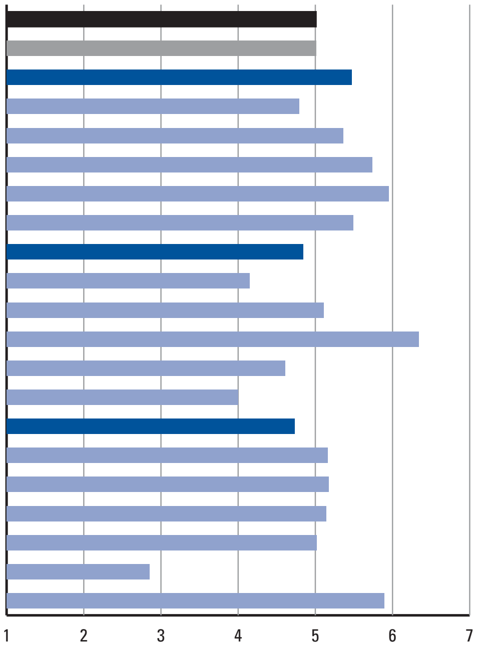
International tourist arrivals (thousands), 2007	12,320.8
International tourism receipts (US$ millions), 2009	9,649.6



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**18**	**5.0**
2009 Index	17	5.0
T&T regulatory framework	**19**	**5.5**
Policy rules and regulations	35	4.8
Environmental sustainability	17	5.4
Safety and security	22	5.7
Health and hygiene	34	5.9
Prioritization of Travel & Tourism	20	5.5
T&T business environment and infrastructure	**24**	**4.8**
Air transport infrastructure	38	4.2
Ground transport infrastructure	24	5.1
Tourism infrastructure	14	6.3
ICT infrastructure	33	4.6
Price competitiveness in the T&T industry	116	4.0
T&T human, cultural, and natural resources	**17**	**4.7**
Human resources	40	5.2
Education and training	40	5.2
Availability of qualified labor	58	5.1
Affinity for Travel & Tourism	33	5.0
Natural resources	86	2.8
Cultural resources	11	5.9



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Portugal

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	75
1.02	Property rights	42
1.03	Business impact of rules on FDI	50
1.04	Visa requirements*	42
1.05	Openness of bilateral Air Service Agreements*	20
1.06	Transparency of government policymaking	72
1.07	Time required to start a business*	**13**
1.08	Cost to start a business*	56
1.09	GATS commitments*	89
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	25
2.02	Enforcement of environmental regulation	46
2.03	Sustainability of T&T industry development	44
2.04	Carbon dioxide emissions*	84
2.05	Particulate matter concentration*	39
2.06	Threatened species*	76
2.07	Environmental treaty ratification*	**1**
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	33
3.02	Reliability of police services	37
3.03	Business costs of crime and violence	33
3.04	Road traffic accidents*	26
	4th pillar: Health and hygiene	
4.01	Physician density*	23
4.02	Access to improved sanitation*	**1**
4.03	Access to improved drinking water*	40
4.04	Hospital beds*	50
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	26
5.02	T&T government expenditure*	26
5.03	Effectiveness of marketing and branding	46
5.04	Comprehensiveness of annual T&T data*	27
5.05	Timeliness of providing monthly/quarterly T&T data*	**12**
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	50
6.02	Available seat kilometers, domestic*	30
6.03	Available seat kilometers, international*	31
6.04	Departures per 1,000 population*	26
6.05	Airport density*	31
6.06	Number of operating airlines*	27
6.07	International air transport network	50
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	**8**
7.02	Quality of railroad infrastructure	24
7.03	Quality of port infrastructure	47
7.04	Quality of ground transport network	19
7.05	Road density*	37

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	24
8.02	Presence of major car rental companies*	**1**
8.03	ATMs accepting Visa cards*	**3**
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	29
9.02	Internet users*	47
9.03	Telephone lines*	27
9.04	Broadband Internet subscribers*	35
9.05	Mobile telephone subscribers*	**11**
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	54
10.02	Purchasing power parity*	111
10.03	Extent and effect of taxation	123
10.04	Fuel price levels*	128
10.05	Hotel price index*	35
	11th pillar: Human resources	
11.01	Primary education enrollment*	**16**
11.02	Secondary education enrollment*	**14**
11.03	Quality of the educational system	76
11.04	Local availability of research and training services	40
11.05	Extent of staff training	73
11.06	Hiring and firing practices	138
11.07	Ease of hiring foreign labor	**17**
11.08	HIV prevalence*	93
11.09	Business impact of HIV/AIDS	38
11.10	Life expectancy*	28
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	55
12.02	Attitude of population toward foreign visitors	**13**
12.03	Extension of business trips recommended	26
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	43
13.02	Protected areas*	106
13.03	Quality of the natural environment	33
13.04	Total known species*	86
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	22
14.02	Sports stadiums*	**14**
14.03	Number of international fairs and exhibitions*	**15**
14.04	Creative industries exports*	35

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Puerto Rico

Key indicators

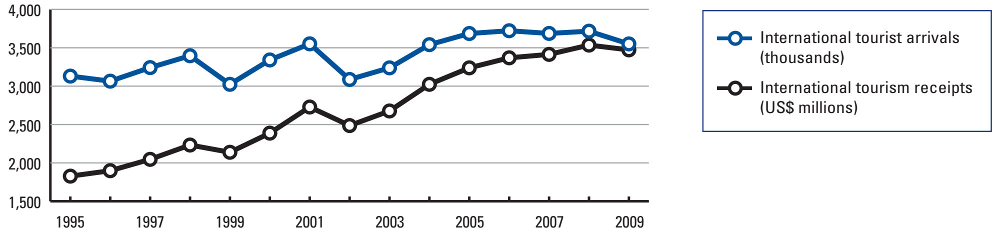
Population (millions), 2009	4.0
Surface area (1,000 square kilometers)	9.0
Gross domestic product (US$ billions), 2009	86.5
Gross domestic product (PPP, US$) per capita, 2009	n/a
Real GDP growth (percent), 2009	n/a
Environmental Performance Index, 2010 (out of 163 economies)	n/a

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	1,226	1.3	3.4
Employment (1,000 jobs)	16	1.2	2.6
T&T economy, 2010 estimates			
GDP (US$ millions)	4,762	4.9	3.2
Employment (1,000 jobs)	63	4.8	2.1

Source: World Travel & Tourism Council, TSA Research 2010

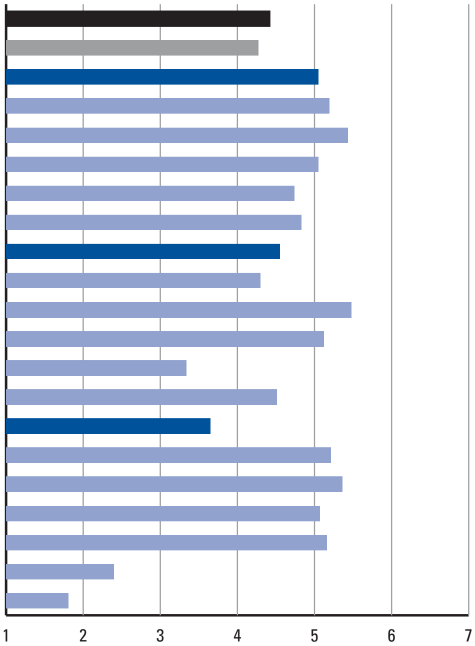
International tourist arrivals (thousands), 2009	3,550.5
International tourism receipts (US$ millions), 2009	3,472.8



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**45**	**4.4**
2009 Index	53	4.3
T&T regulatory framework	**40**	**5.0**
Policy rules and regulations	14	5.2
Environmental sustainability	14	5.4
Safety and security	61	5.0
Health and hygiene	69	4.7
Prioritization of Travel & Tourism	48	4.8
T&T business environment and infrastructure	**38**	**4.6**
Air transport infrastructure	31	4.3
Ground transport infrastructure	19	5.5
Tourism infrastructure	32	5.1
ICT infrastructure	63	3.3
Price competitiveness in the T&T industry	69	4.5
T&T human, cultural, and natural resources	**88**	**3.6**
Human resources	33	5.2
Education and training	26	5.4
Availability of qualified labor	73	5.1
Affinity for Travel & Tourism	27	5.2
Natural resources	111	2.4
Cultural resources	93	1.8



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Puerto Rico

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	**30**
1.02	Property rights	**12**
1.03	Business impact of rules on FDI	**28**
1.04	Visa requirements*	98
1.05	Openness of bilateral Air Service Agreements*	n/a
1.06	Transparency of government policymaking	96
1.07	Time required to start a business*	**21**
1.08	Cost to start a business*	**7**
1.09	GATS commitments*	n/a
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	**19**
2.02	Enforcement of environmental regulation	**24**
2.03	Sustainability of T&T industry development	**33**
2.04	Carbon dioxide emissions*	**24**
2.05	Particulate matter concentration*	**29**
2.06	Threatened species*	108
2.07	Environmental treaty ratification*	n/a
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	69
3.02	Reliability of police services	**42**
3.03	Business costs of crime and violence	108
3.04	Road traffic accidents*	**42**
	4th pillar: Health and hygiene	
4.01	Physician density*	50
4.02	Access to improved sanitation*	n/a
4.03	Access to improved drinking water*	57
4.04	Hospital beds*	64
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	**31**
5.02	T&T government expenditure*	46
5.03	Effectiveness of marketing and branding	**32**
5.04	Comprehensiveness of annual T&T data*	44
5.05	Timeliness of providing monthly/quarterly T&T data*	107
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	**19**
6.02	Available seat kilometers, domestic*	n/a
6.03	Available seat kilometers, international*	n/a
6.04	Departures per 1,000 population*	**10**
6.05	Airport density*	**30**
6.06	Number of operating airlines*	89
6.07	International air transport network	**40**
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	**38**
7.02	Quality of railroad infrastructure	n/a
7.03	Quality of port infrastructure	**28**
7.04	Quality of ground transport network	77
7.05	Road density*	**8**

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	68
8.02	Presence of major car rental companies*	**40**
8.03	ATMs accepting Visa cards*	**15**
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	**30**
9.02	Internet users*	84
9.03	Telephone lines*	56
9.04	Broadband Internet subscribers*	44
9.05	Mobile telephone subscribers*	100
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	**7**
10.02	Purchasing power parity*	118
10.03	Extent and effect of taxation	109
10.04	Fuel price levels*	**21**
10.05	Hotel price index*	91
	11th pillar: Human resources	
11.01	Primary education enrollment*	**27**
11.02	Secondary education enrollment*	78
11.03	Quality of the educational system	51
11.04	Local availability of research and training services	**18**
11.05	Extent of staff training	**17**
11.06	Hiring and firing practices	97
11.07	Ease of hiring foreign labor	104
11.08	HIV prevalence*	78
11.09	Business impact of HIV/AIDS	69
11.10	Life expectancy*	**36**
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	**41**
12.02	Attitude of population toward foreign visitors	49
12.03	Extension of business trips recommended	**10**
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	75
13.02	Protected areas*	103
13.03	Quality of the natural environment	43
13.04	Total known species*	120
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	122
14.02	Sports stadiums*	53
14.03	Number of international fairs and exhibitions*	69
14.04	Creative industries exports*	n/a

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Qatar

Key indicators

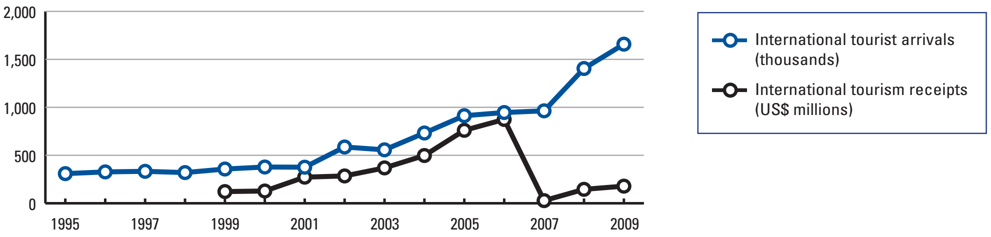
Population (millions), 2009	1.4
Surface area (1,000 square kilometers)	11.6
Gross domestic product (US$ billions), 2009	98.3
Gross domestic product (PPP, US$) per capita, 2009	78,260.4
Real GDP growth (percent), 2009	8.6
Environmental Performance Index, 2010 (out of 163 economies)	122

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	961	0.9	7.9
Employment (1,000 jobs)	10	1.3	4.8
T&T economy, 2010 estimates			
GDP (US$ millions)	9,348	8.4	7.7
Employment (1,000 jobs)	67	8.8	4.7

Source: World Travel & Tourism Council, TSA Research 2010

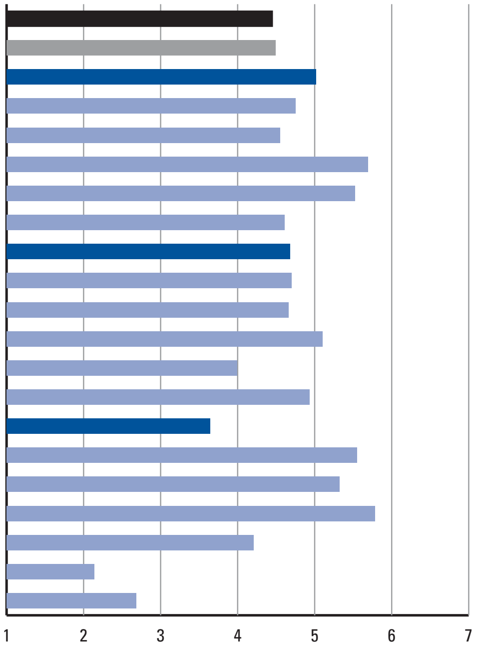
International tourist arrivals (thousands), 2009	1,658.6
International tourism receipts (US$ millions), 2009	178.6



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**42**	**4.4**
2009 Index	37	4.5
T&T regulatory framework	**43**	**5.0**
Policy rules and regulations	37	4.7
Environmental sustainability	67	4.5
Safety and security	28	5.7
Health and hygiene	47	5.5
Prioritization of Travel & Tourism	58	4.6
T&T business environment and infrastructure	**34**	**4.7**
Air transport infrastructure	20	4.7
Ground transport infrastructure	35	4.7
Tourism infrastructure	34	5.1
ICT infrastructure	45	4.0
Price competitiveness in the T&T industry	38	4.9
T&T human, cultural, and natural resources	**90**	**3.6**
Human resources	18	5.5
Education and training	30	5.3
Availability of qualified labor	8	5.8
Affinity for Travel & Tourism	118	4.2
Natural resources	127	2.1
Cultural resources	60	2.7



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Qatar

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	**25**
1.02	Property rights	**25**
1.03	Business impact of rules on FDI	**10**
1.04	Visa requirements*	105
1.05	Openness of bilateral Air Service Agreements*	53
1.06	Transparency of government policymaking	**15**
1.07	Time required to start a business*	46
1.08	Cost to start a business*	66
1.09	GATS commitments*	98
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	**30**
2.02	Enforcement of environmental regulation	**21**
2.03	Sustainability of T&T industry development	**7**
2.04	Carbon dioxide emissions*	137
2.05	Particulate matter concentration*	95
2.06	Threatened species*	**40**
2.07	Environmental treaty ratification*	81
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	**38**
3.02	Reliability of police services	**9**
3.03	Business costs of crime and violence	**3**
3.04	Road traffic accidents*	95
	4th pillar: Health and hygiene	
4.01	Physician density*	**38**
4.02	Access to improved sanitation*	**1**
4.03	Access to improved drinking water*	**1**
4.04	Hospital beds*	73
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	47
5.02	T&T government expenditure*	**31**
5.03	Effectiveness of marketing and branding	**11**
5.04	Comprehensiveness of annual T&T data*	123
5.05	Timeliness of providing monthly/quarterly T&T data*	109
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	**16**
6.02	Available seat kilometers, domestic*	103
6.03	Available seat kilometers, international*	**26**
6.04	Departures per 1,000 population*	**4**
6.05	Airport density*	**29**
6.06	Number of operating airlines*	67
6.07	International air transport network	**5**
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	**41**
7.02	Quality of railroad infrastructure	n/a
7.03	Quality of port infrastructure	**27**
7.04	Quality of ground transport network	47
7.05	Road density*	44

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	56
8.02	Presence of major car rental companies*	**1**
8.03	ATMs accepting Visa cards*	**32**
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	**41**
9.02	Internet users*	58
9.03	Telephone lines*	66
9.04	Broadband Internet subscribers*	47
9.05	Mobile telephone subscribers*	**6**
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	**10**
10.02	Purchasing power parity*	103
10.03	Extent and effect of taxation	**11**
10.04	Fuel price levels*	**5**
10.05	Hotel price index*	111
	11th pillar: Human resources	
11.01	Primary education enrollment*	73
11.02	Secondary education enrollment*	74
11.03	Quality of the educational system	**4**
11.04	Local availability of research and training services	71
11.05	Extent of staff training	**19**
11.06	Hiring and firing practices	**14**
11.07	Ease of hiring foreign labor	**6**
11.08	HIV prevalence*	48
11.09	Business impact of HIV/AIDS	94
11.10	Life expectancy*	**38**
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	135
12.02	Attitude of population toward foreign visitors	106
12.03	Extension of business trips recommended	58
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	75
13.02	Protected areas*	134
13.03	Quality of the natural environment	**35**
13.04	Total known species*	135
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	104
14.02	Sports stadiums*	**5**
14.03	Number of international fairs and exhibitions*	85
14.04	Creative industries exports*	98

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Romania

Key indicators

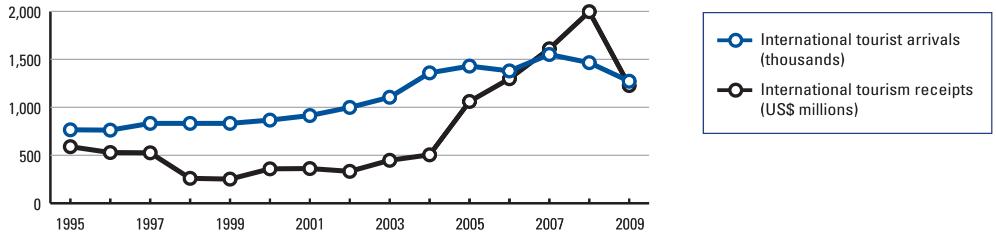
Population (millions), 2009	21.5
Surface area (1,000 square kilometers)	238.4
Gross domestic product (US$ billions), 2009	161.5
Gross domestic product (PPP, US$) per capita, 2009	11,869.2
Real GDP growth (percent), 2009	–7.1
Environmental Performance Index, 2010 (out of 163 economies)	45

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	3,405	1.9	8.2
Employment (1,000 jobs)	267	3.2	2.6
T&T economy, 2010 estimates			
GDP (US$ millions)	9,006	5.1	7.3
Employment (1,000 jobs)	519	6.1	2.6

Source: World Travel & Tourism Council, TSA Research 2010

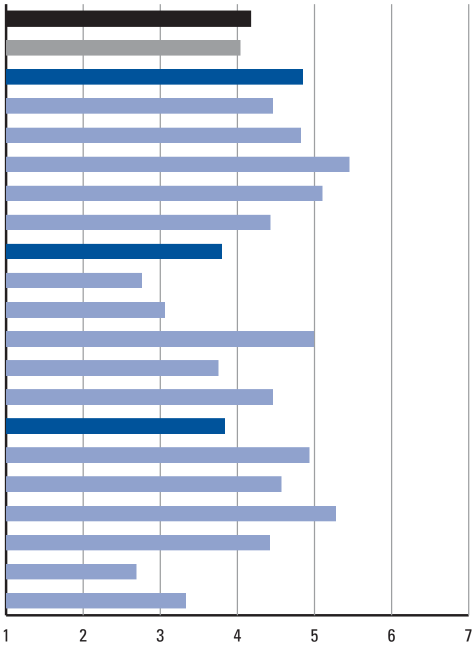
International tourist arrivals (thousands), 2009	1,272.1
International tourism receipts (US$ millions), 2009	1,227.4



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**63**	**4.2**
2009 Index	66	4.0
T&T regulatory framework	**51**	**4.9**
Policy rules and regulations	63	4.5
Environmental sustainability	50	4.8
Safety and security	35	5.4
Health and hygiene	59	5.1
Prioritization of Travel & Tourism	80	4.4
T&T business environment and infrastructure	**66**	**3.8**
Air transport infrastructure	81	2.8
Ground transport infrastructure	101	3.1
Tourism infrastructure	38	5.0
ICT infrastructure	49	3.8
Price competitiveness in the T&T industry	80	4.5
T&T human, cultural, and natural resources	**66**	**3.8**
Human resources	63	4.9
Education and training	74	4.6
Availability of qualified labor	35	5.3
Affinity for Travel & Tourism	95	4.4
Natural resources	94	2.7
Cultural resources	41	3.3



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Romania

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	68
1.02	Property rights	79
1.03	Business impact of rules on FDI	90
1.04	Visa requirements*	**42**
1.05	Openness of bilateral Air Service Agreements*	85
1.06	Transparency of government policymaking	137
1.07	Time required to start a business*	**40**
1.08	Cost to start a business*	**30**
1.09	GATS commitments*	51
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	71
2.02	Enforcement of environmental regulation	88
2.03	Sustainability of T&T industry development	118
2.04	Carbon dioxide emissions*	74
2.05	Particulate matter concentration*	**7**
2.06	Threatened species*	61
2.07	Environmental treaty ratification*	**30**
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	**27**
3.02	Reliability of police services	72
3.03	Business costs of crime and violence	**32**
3.04	Road traffic accidents*	**40**
	4th pillar: Health and hygiene	
4.01	Physician density*	59
4.02	Access to improved sanitation*	88
4.03	Access to improved drinking water*	90
4.04	Hospital beds*	**20**
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	116
5.02	T&T government expenditure*	**43**
5.03	Effectiveness of marketing and branding	118
5.04	Comprehensiveness of annual T&T data*	**44**
5.05	Timeliness of providing monthly/quarterly T&T data*	**12**
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	102
6.02	Available seat kilometers, domestic*	**50**
6.03	Available seat kilometers, international*	62
6.04	Departures per 1,000 population*	66
6.05	Airport density*	67
6.06	Number of operating airlines*	**45**
6.07	International air transport network	81
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	134
7.02	Quality of railroad infrastructure	70
7.03	Quality of port infrastructure	122
7.04	Quality of ground transport network	127
7.05	Road density*	**40**

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	51
8.02	Presence of major car rental companies*	**1**
8.03	ATMs accepting Visa cards*	**38**
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	64
9.02	Internet users*	64
9.03	Telephone lines*	51
9.04	Broadband Internet subscribers*	**41**
9.05	Mobile telephone subscribers*	**38**
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	80
10.02	Purchasing power parity*	58
10.03	Extent and effect of taxation	131
10.04	Fuel price levels*	69
10.05	Hotel price index*	62
	11th pillar: Human resources	
11.01	Primary education enrollment*	90
11.02	Secondary education enrollment*	56
11.03	Quality of the educational system	84
11.04	Local availability of research and training services	95
11.05	Extent of staff training	72
11.06	Hiring and firing practices	77
11.07	Ease of hiring foreign labor	**23**
11.08	HIV prevalence*	**20**
11.09	Business impact of HIV/AIDS	58
11.10	Life expectancy*	64
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	123
12.02	Attitude of population toward foreign visitors	87
12.03	Extension of business trips recommended	**41**
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	**43**
13.02	Protected areas*	77
13.03	Quality of the natural environment	104
13.04	Total known species*	83
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	**29**
14.02	Sports stadiums*	51
14.03	Number of international fairs and exhibitions*	**48**
14.04	Creative industries exports*	**32**

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Russian Federation

Key indicators

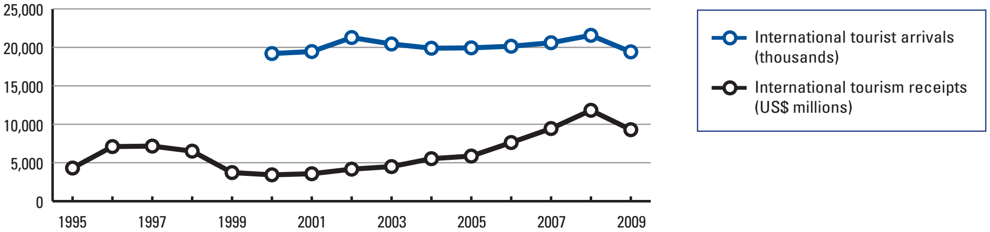
Population (millions), 2009	141.9
Surface area (1,000 square kilometers)	17,098.2
Gross domestic product (US$ billions), 2009	1,231.9
Gross domestic product (PPP, US$) per capita, 2009	14,912.7
Real GDP growth (percent), 2009	–7.9
Environmental Performance Index, 2010 (out of 163 economies)	69

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	16,412	1.1	4.8
Employment (1,000 jobs)	642	0.9	–0.7
T&T economy, 2010 estimates			
GDP (US$ millions)	92,583	6.0	5.7
Employment (1,000 jobs)	3,538	5.1	0.1

Source: World Travel & Tourism Council, TSA Research 2010

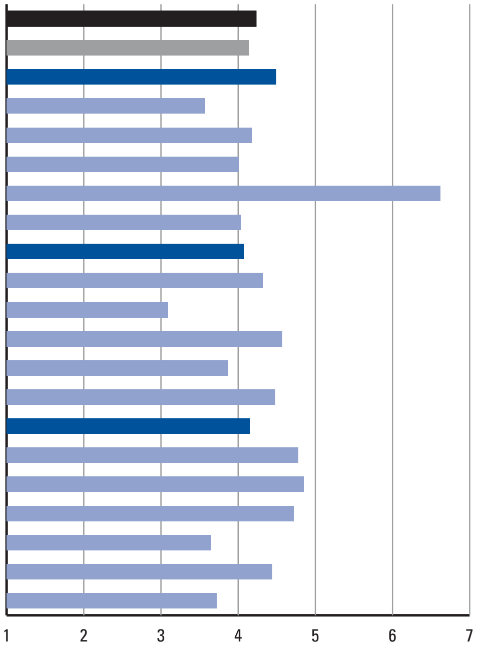
International tourist arrivals (thousands), 2009	19,420.2
International tourism receipts (US$ millions), 2009	9,296.9



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**59**	**4.2**
2009 Index	59	4.1
T&T regulatory framework	**73**	**4.5**
Policy rules and regulations	126	3.6
Environmental sustainability	98	4.2
Safety and security	113	4.0
Health and hygiene	11	6.6
Prioritization of Travel & Tourism	102	4.0
T&T business environment and infrastructure	**53**	**4.1**
Air transport infrastructure	30	4.3
Ground transport infrastructure	95	3.1
Tourism infrastructure	45	4.6
ICT infrastructure	46	3.9
Price competitiveness in the T&T industry	75	4.5
T&T human, cultural, and natural resources	**45**	**4.1**
Human resources	78	4.8
Education and training	59	4.8
Availability of qualified labor	105	4.7
Affinity for Travel & Tourism	136	3.6
Natural resources	27	4.4
Cultural resources	35	3.7



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Russian Federation

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	126
1.02	Property rights	128
1.03	Business impact of rules on FDI	127
1.04	Visa requirements*	126
1.05	Openness of bilateral Air Service Agreements*	125
1.06	Transparency of government policymaking	105
1.07	Time required to start a business*	97
1.08	Cost to start a business*	**36**
1.09	GATS commitments*	n/a
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	96
2.02	Enforcement of environmental regulation	115
2.03	Sustainability of T&T industry development	116
2.04	Carbon dioxide emissions*	119
2.05	Particulate matter concentration*	**17**
2.06	Threatened species*	82
2.07	Environmental treaty ratification*	94
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	93
3.02	Reliability of police services	128
3.03	Business costs of crime and violence	90
3.04	Road traffic accidents*	98
	4th pillar: Health and hygiene	
4.01	Physician density*	**3**
4.02	Access to improved sanitation*	72
4.03	Access to improved drinking water*	62
4.04	Hospital beds*	**2**
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	122
5.02	T&T government expenditure*	91
5.03	Effectiveness of marketing and branding	119
5.04	Comprehensiveness of annual T&T data*	**22**
5.05	Timeliness of providing monthly/quarterly T&T data*	72
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	104
6.02	Available seat kilometers, domestic*	**5**
6.03	Available seat kilometers, international*	**19**
6.04	Departures per 1,000 population*	56
6.05	Airport density*	59
6.06	Number of operating airlines*	**7**
6.07	International air transport network	93
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	125
7.02	Quality of railroad infrastructure	**31**
7.03	Quality of port infrastructure	93
7.04	Quality of ground transport network	101
7.05	Road density*	123

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	88
8.02	Presence of major car rental companies*	**40**
8.03	ATMs accepting Visa cards*	**28**
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	71
9.02	Internet users*	74
9.03	Telephone lines*	**37**
9.04	Broadband Internet subscribers*	51
9.05	Mobile telephone subscribers*	**9**
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	78
10.02	Purchasing power parity*	**30**
10.03	Extent and effect of taxation	97
10.04	Fuel price levels*	51
10.05	Hotel price index*	105
	11th pillar: Human resources	
11.01	Primary education enrollment*	**3**
11.02	Secondary education enrollment*	76
11.03	Quality of the educational system	78
11.04	Local availability of research and training services	67
11.05	Extent of staff training	90
11.06	Hiring and firing practices	75
11.07	Ease of hiring foreign labor	124
11.08	HIV prevalence*	106
11.09	Business impact of HIV/AIDS	62
11.10	Life expectancy*	96
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	111
12.02	Attitude of population toward foreign visitors	136
12.03	Extension of business trips recommended	132
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	**4**
13.02	Protected areas*	70
13.03	Quality of the natural environment	118
13.04	Total known species*	**35**
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	**13**
14.02	Sports stadiums*	94
14.03	Number of international fairs and exhibitions*	**39**
14.04	Creative industries exports*	**31**

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Rwanda

Key indicators

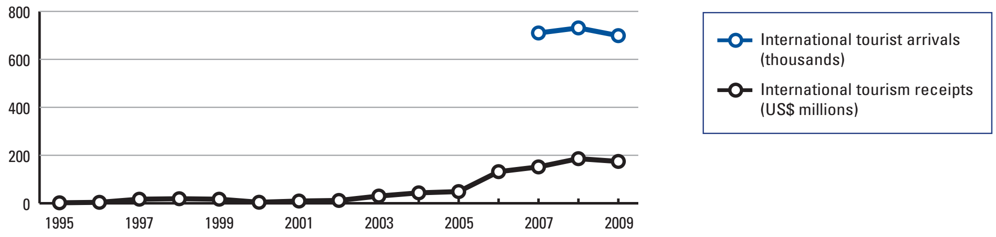
Population (millions), 2009	10.0
Surface area (1,000 square kilometers)	26.3
Gross domestic product (US$ billions), 2009	5.2
Gross domestic product (PPP, US$) per capita, 2009	1,155.3
Real GDP growth (percent), 2009	4.1
Environmental Performance Index, 2010 (out of 163 economies)	135

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	204	4.0	5.7
Employment (1,000 jobs)	57	3.1	2.8
T&T economy, 2010 estimates			
GDP (US$ millions)	428	8.4	5.7
Employment (1,000 jobs)	122	6.6	2.7

Source: World Travel & Tourism Council, TSA Research 2010

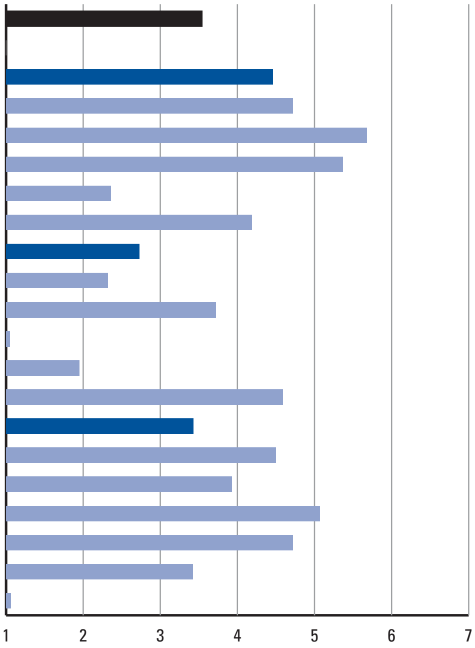
International tourist arrivals (thousands), 2009	699.0
International tourism receipts (US$ millions), 2009	174.5



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**102**	**3.5**
2009 Index	n/a	n/a
T&T regulatory framework	**75**	**4.5**
Policy rules and regulations	40	4.7
Environmental sustainability	8	5.7
Safety and security	39	5.4
Health and hygiene	119	2.4
Prioritization of Travel & Tourism	95	4.2
T&T business environment and infrastructure	**120**	**2.7**
Air transport infrastructure	109	2.3
Ground transport infrastructure	67	3.7
Tourism infrastructure	139	1.0
ICT infrastructure	120	2.0
Price competitiveness in the T&T industry	63	4.6
T&T human, cultural, and natural resources	**110**	**3.4**
Human resources	100	4.5
Education and training	112	3.9
Availability of qualified labor	74	5.1
Affinity for Travel & Tourism	60	4.7
Natural resources	56	3.4
Cultural resources	134	1.1



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Rwanda

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	73
1.02	Property rights	**44**
1.03	Business impact of rules on FDI	**19**
1.04	Visa requirements*	121
1.05	Openness of bilateral Air Service Agreements*	106
1.06	Transparency of government policymaking	**22**
1.07	Time required to start a business*	**3**
1.08	Cost to start a business*	64
1.09	GATS commitments*	**14**
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	**9**
2.02	Enforcement of environmental regulation	**8**
2.03	Sustainability of T&T industry development	**1**
2.04	Carbon dioxide emissions*	**5**
2.05	Particulate matter concentration*	**44**
2.06	Threatened species*	70
2.07	Environmental treaty ratification*	125
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	**2**
3.02	Reliability of police services	**21**
3.03	Business costs of crime and violence	**6**
3.04	Road traffic accidents*	114
	4th pillar: Health and hygiene	
4.01	Physician density*	135
4.02	Access to improved sanitation*	100
4.03	Access to improved drinking water*	123
4.04	Hospital beds*	93
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	**1**
5.02	T&T government expenditure*	116
5.03	Effectiveness of marketing and branding	**3**
5.04	Comprehensiveness of annual T&T data*	132
5.05	Timeliness of providing monthly/quarterly T&T data*	123
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	97
6.02	Available seat kilometers, domestic*	99
6.03	Available seat kilometers, international*	134
6.04	Departures per 1,000 population*	n/a
6.05	Airport density*	118
6.06	Number of operating airlines*	134
6.07	International air transport network	90
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	56
7.02	Quality of railroad infrastructure	n/a
7.03	Quality of port infrastructure	130
7.04	Quality of ground transport network	52
7.05	Road density*	51

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	130
8.02	Presence of major car rental companies*	133
8.03	ATMs accepting Visa cards*	131
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	62
9.02	Internet users*	121
9.03	Telephone lines*	137
9.04	Broadband Internet subscribers*	115
9.05	Mobile telephone subscribers*	132
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	71
10.02	Purchasing power parity*	**32**
10.03	Extent and effect of taxation	57
10.04	Fuel price levels*	105
10.05	Hotel price index*	n/a
	11th pillar: Human resources	
11.01	Primary education enrollment*	**50**
11.02	Secondary education enrollment*	131
11.03	Quality of the educational system	58
11.04	Local availability of research and training services	118
11.05	Extent of staff training	**38**
11.06	Hiring and firing practices	**24**
11.07	Ease of hiring foreign labor	**2**
11.08	HIV prevalence*	122
11.09	Business impact of HIV/AIDS	116
11.10	Life expectancy*	118
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	72
12.02	Attitude of population toward foreign visitors	**4**
12.03	Extension of business trips recommended	85
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	75
13.02	Protected areas*	64
13.03	Quality of the natural environment	**18**
13.04	Total known species*	**41**
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	122
14.02	Sports stadiums*	127
14.03	Number of international fairs and exhibitions*	92
14.04	Creative industries exports*	119

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Saudi Arabia

Key indicators

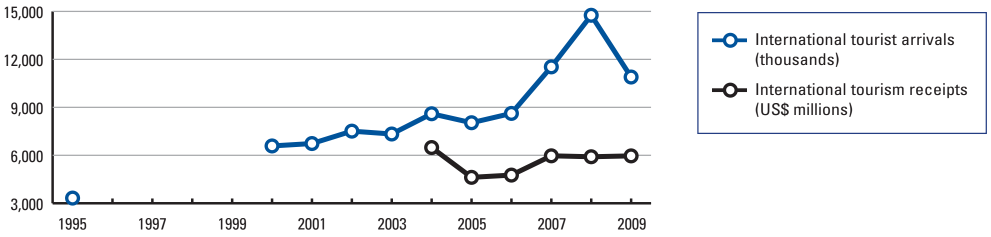
Population (millions), 2009	25.4
Surface area (1,000 square kilometers)	2,000.0
Gross domestic product (US$ billions), 2009	376.3
Gross domestic product (PPP, US$) per capita, 2009	23,271.8
Real GDP growth (percent), 2009	0.6
Environmental Performance Index, 2010 (out of 163 economies)	99

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	7,671	1.9	4.4
Employment (1,000 jobs)	213	2.6	2.5
T&T economy, 2010 estimates			
GDP (US$ millions)	38,830	9.5	4.1
Employment (1,000 jobs)	787	9.7	2.3

Source: World Travel & Tourism Council, TSA Research 2010

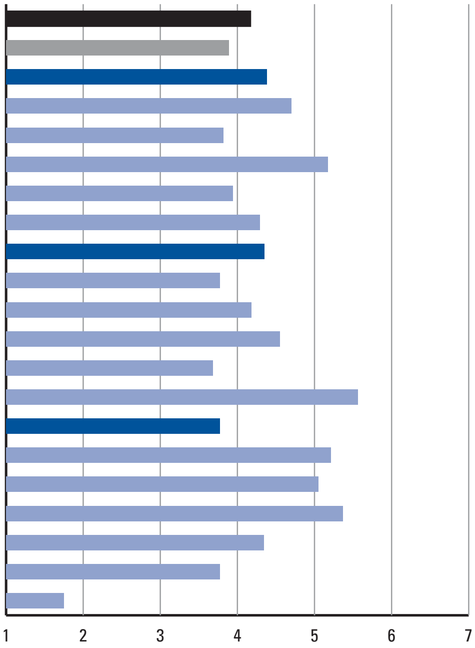
International tourist arrivals (thousands), 2009	10,895.7
International tourism receipts (US$ millions), 2009	5,963.9



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**62**	**4.2**
2009 Index	71	3.9
T&T regulatory framework	**81**	**4.4**
Policy rules and regulations	43	4.7
Environmental sustainability	131	3.8
Safety and security	52	5.2
Health and hygiene	93	3.9
Prioritization of Travel & Tourism	88	4.3
T&T business environment and infrastructure	**41**	**4.3**
Air transport infrastructure	45	3.8
Ground transport infrastructure	53	4.2
Tourism infrastructure	46	4.5
ICT infrastructure	51	3.7
Price competitiveness in the T&T industry	6	5.6
T&T human, cultural, and natural resources	**70**	**3.8**
Human resources	34	5.2
Education and training	42	5.1
Availability of qualified labor	27	5.4
Affinity for Travel & Tourism	102	4.3
Natural resources	48	3.8
Cultural resources	97	1.7



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Saudi Arabia

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	84
1.02	Property rights	**28**
1.03	Business impact of rules on FDI	**35**
1.04	Visa requirements*	131
1.05	Openness of bilateral Air Service Agreements*	75
1.06	Transparency of government policymaking	**40**
1.07	Time required to start a business*	**9**
1.08	Cost to start a business*	58
1.09	GATS commitments*	**28**
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	**48**
2.02	Enforcement of environmental regulation	**32**
2.03	Sustainability of T&T industry development	**45**
2.04	Carbon dioxide emissions*	127
2.05	Particulate matter concentration*	130
2.06	Threatened species*	75
2.07	Environmental treaty ratification*	**81**
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	57
3.02	Reliability of police services	**30**
3.03	Business costs of crime and violence	**16**
3.04	Road traffic accidents*	**109**
	4th pillar: Health and hygiene	
4.01	Physician density*	66
4.02	Access to improved sanitation*	n/a
4.03	Access to improved drinking water*	86
4.04	Hospital beds*	**76**
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	72
5.02	T&T government expenditure*	129
5.03	Effectiveness of marketing and branding	64
5.04	Comprehensiveness of annual T&T data*	**1**
5.05	Timeliness of providing monthly/quarterly T&T data*	**89**
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	**46**
6.02	Available seat kilometers, domestic*	**23**
6.03	Available seat kilometers, international*	**27**
6.04	Departures per 1,000 population*	**47**
6.05	Airport density*	**46**
6.06	Number of operating airlines*	**35**
6.07	International air transport network	**35**
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	**26**
7.02	Quality of railroad infrastructure	**38**
7.03	Quality of port infrastructure	**36**
7.04	Quality of ground transport network	**31**
7.05	Road density*	**112**

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	**38**
8.02	Presence of major car rental companies*	64
8.03	ATMs accepting Visa cards*	**43**
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	**49**
9.02	Internet users*	60
9.03	Telephone lines*	79
9.04	Broadband Internet subscribers*	64
9.05	Mobile telephone subscribers*	**7**
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	**21**
10.02	Purchasing power parity*	81
10.03	Extent and effect of taxation	**9**
10.04	Fuel price levels*	**3**
10.05	Hotel price index*	**92**
	11th pillar: Human resources	
11.01	Primary education enrollment*	112
11.02	Secondary education enrollment*	**39**
11.03	Quality of the educational system	**41**
11.04	Local availability of research and training services	**34**
11.05	Extent of staff training	**34**
11.06	Hiring and firing practices	**22**
11.07	Ease of hiring foreign labor	**39**
11.08	HIV prevalence*	**1**
11.09	Business impact of HIV/AIDS	**30**
11.10	Life expectancy*	**74**
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	**45**
12.02	Attitude of population toward foreign visitors	123
12.03	Extension of business trips recommended	**112**
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	75
13.02	Protected areas*	**7**
13.03	Quality of the natural environment	53
13.04	Total known species*	**78**
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	73
14.02	Sports stadiums*	93
14.03	Number of international fairs and exhibitions*	129
14.04	Creative industries exports*	**48**

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Senegal

Key indicators

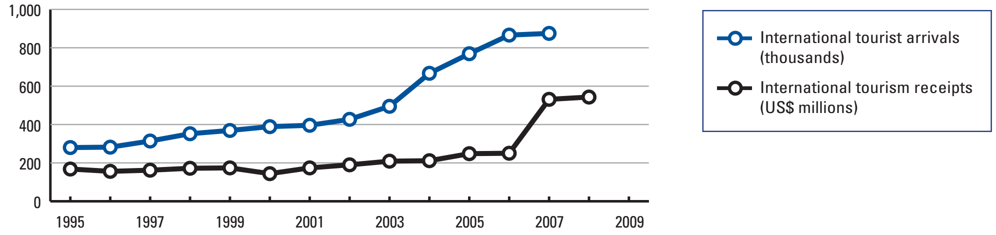
Population (millions), 2009	12.5
Surface area (1,000 square kilometers)	196.7
Gross domestic product (US$ billions), 2009	12.8
Gross domestic product (PPP, US$) per capita, 2009	1,770.3
Real GDP growth (percent), 2009	2.2
Environmental Performance Index, 2010 (out of 163 economies)	143

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	560	3.9	4.3
Employment (1,000 jobs)	88	3.2	2.2
T&T economy, 2010 estimates			
GDP (US$ millions)	1,279	8.9	4.4
Employment (1,000 jobs)	202	7.4	2.4

Source: World Travel & Tourism Council, TSA Research 2010

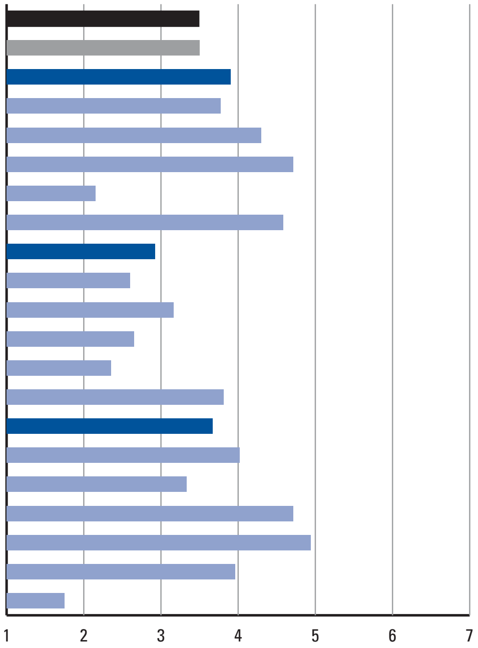
International tourist arrivals (thousands), 2007	875.0
International tourism receipts (US$ millions), 2008	543.2



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**104**	**3.5**
2009 Index	101	3.5
T&T regulatory framework	**111**	**3.9**
Policy rules and regulations	108	3.8
Environmental sustainability	86	4.3
Safety and security	70	4.7
Health and hygiene	124	2.1
Prioritization of Travel & Tourism	59	4.6
T&T business environment and infrastructure	**108**	**2.9**
Air transport infrastructure	92	2.6
Ground transport infrastructure	89	3.2
Tourism infrastructure	94	2.7
ICT infrastructure	103	2.4
Price competitiveness in the T&T industry	124	3.8
T&T human, cultural, and natural resources	**82**	**3.7**
Human resources	117	4.0
Education and training	127	3.3
Availability of qualified labor	107	4.7
Affinity for Travel & Tourism	39	4.9
Natural resources	40	4.0
Cultural resources	95	1.8



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Senegal

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	57
1.02	Property rights	85
1.03	Business impact of rules on FDI	92
1.04	Visa requirements*	106
1.05	Openness of bilateral Air Service Agreements*	89
1.06	Transparency of government policymaking	103
1.07	Time required to start a business*	**28**
1.08	Cost to start a business*	121
1.09	GATS commitments*	96
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	118
2.02	Enforcement of environmental regulation	105
2.03	Sustainability of T&T industry development	83
2.04	Carbon dioxide emissions*	**22**
2.05	Particulate matter concentration*	124
2.06	Threatened species*	**43**
2.07	Environmental treaty ratification*	**16**
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	**31**
3.02	Reliability of police services	66
3.03	Business costs of crime and violence	**29**
3.04	Road traffic accidents*	117
	4th pillar: Health and hygiene	
4.01	Physician density*	127
4.02	Access to improved sanitation*	105
4.03	Access to improved drinking water*	119
4.04	Hospital beds*	135
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	**27**
5.02	T&T government expenditure*	61
5.03	Effectiveness of marketing and branding	73
5.04	Comprehensiveness of annual T&T data*	93
5.05	Timeliness of providing monthly/quarterly T&T data*	96
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	76
6.02	Available seat kilometers, domestic*	103
6.03	Available seat kilometers, international*	74
6.04	Departures per 1,000 population*	101
6.05	Airport density*	101
6.06	Number of operating airlines*	75
6.07	International air transport network	63
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	91
7.02	Quality of railroad infrastructure	89
7.03	Quality of port infrastructure	51
7.04	Quality of ground transport network	60
7.05	Road density*	120

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	99
8.02	Presence of major car rental companies*	64
8.03	ATMs accepting Visa cards*	114
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	**45**
9.02	Internet users*	94
9.03	Telephone lines*	116
9.04	Broadband Internet subscribers*	103
9.05	Mobile telephone subscribers*	113
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	135
10.02	Purchasing power parity*	73
10.03	Extent and effect of taxation	101
10.04	Fuel price levels*	103
10.05	Hotel price index*	74
	11th pillar: Human resources	
11.01	Primary education enrollment*	128
11.02	Secondary education enrollment*	128
11.03	Quality of the educational system	73
11.04	Local availability of research and training services	**45**
11.05	Extent of staff training	113
11.06	Hiring and firing practices	71
11.07	Ease of hiring foreign labor	**31**
11.08	HIV prevalence*	103
11.09	Business impact of HIV/AIDS	92
11.10	Life expectancy*	116
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	56
12.02	Attitude of population toward foreign visitors	**41**
12.03	Extension of business trips recommended	**27**
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	**24**
13.02	Protected areas*	**16**
13.03	Quality of the natural environment	134
13.04	Total known species*	**46**
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	62
14.02	Sports stadiums*	92
14.03	Number of international fairs and exhibitions*	77
14.04	Creative industries exports*	105

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Serbia

Key indicators

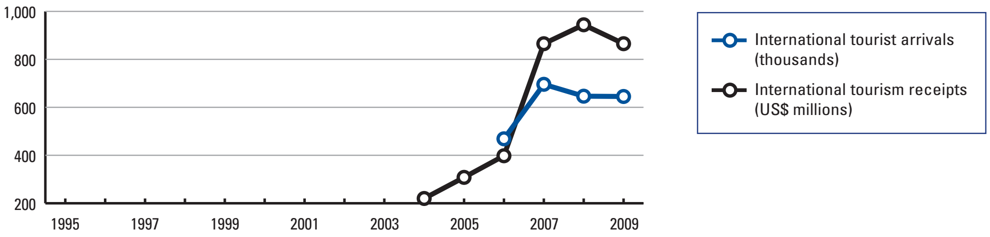
Population (millions), 2009	7.3
Surface area (1,000 square kilometers)	88.4
Gross domestic product (US$ billions), 2009	43.0
Gross domestic product (PPP, US$) per capita, 2009	10,576.7
Real GDP growth (percent), 2009	–3.0
Environmental Performance Index, 2010 (out of 163 economies)	n/a

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	996	2.0	4.9
Employment (1,000 jobs)	36	1.9	1.8
T&T economy, 2010 estimates			
GDP (US$ millions)	3,663	7.4	5.4
Employment (1,000 jobs)	128	6.7	2.2

Source: World Travel & Tourism Council, TSA Research 2010

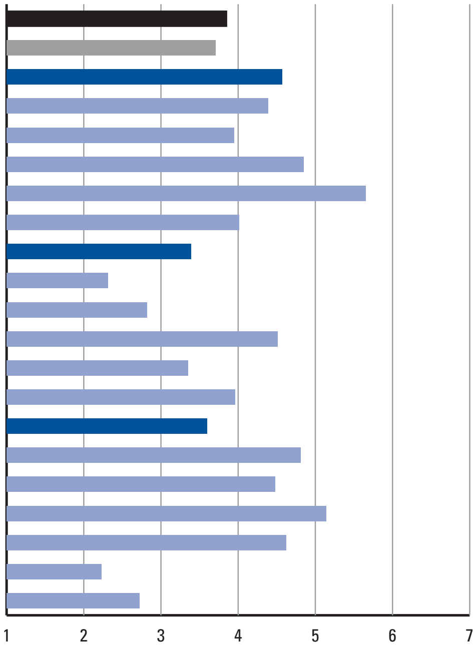
International tourist arrivals (thousands), 2009	645.3
International tourism receipts (US$ millions), 2009	865.4



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**82**	**3.9**
2009 Index	88	3.7
T&T regulatory framework	**67**	**4.6**
Policy rules and regulations	68	4.4
Environmental sustainability	124	4.0
Safety and security	66	4.9
Health and hygiene	41	5.6
Prioritization of Travel & Tourism	105	4.0
T&T business environment and infrastructure	**84**	**3.4**
Air transport infrastructure	111	2.3
Ground transport infrastructure	115	2.8
Tourism infrastructure	49	4.5
ICT infrastructure	62	3.3
Price competitiveness in the T&T industry	118	4.0
T&T human, cultural, and natural resources	**94**	**3.6**
Human resources	76	4.8
Education and training	82	4.5
Availability of qualified labor	57	5.1
Affinity for Travel & Tourism	66	4.6
Natural resources	123	2.2
Cultural resources	59	2.7



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Serbia

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	107
1.02	Property rights	122
1.03	Business impact of rules on FDI	123
1.04	Visa requirements*	78
1.05	Openness of bilateral Air Service Agreements*	n/a
1.06	Transparency of government policymaking	97
1.07	Time required to start a business*	**50**
1.08	Cost to start a business*	61
1.09	GATS commitments*	n/a
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	114
2.02	Enforcement of environmental regulation	124
2.03	Sustainability of T&T industry development	98
2.04	Carbon dioxide emissions*	n/a
2.05	Particulate matter concentration*	n/a
2.06	Threatened species*	57
2.07	Environmental treaty ratification*	81
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	86
3.02	Reliability of police services	97
3.03	Business costs of crime and violence	94
3.04	Road traffic accidents*	**22**
	4th pillar: Health and hygiene	
4.01	Physician density*	54
4.02	Access to improved sanitation*	59
4.03	Access to improved drinking water*	**40**
4.04	Hospital beds*	**30**
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	103
5.02	T&T government expenditure*	130
5.03	Effectiveness of marketing and branding	93
5.04	Comprehensiveness of annual T&T data*	75
5.05	Timeliness of providing monthly/quarterly T&T data*	**6**
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	124
6.02	Available seat kilometers, domestic*	103
6.03	Available seat kilometers, international*	94
6.04	Departures per 1,000 population*	64
6.05	Airport density*	95
6.06	Number of operating airlines*	56
6.07	International air transport network	128
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	123
7.02	Quality of railroad infrastructure	93
7.03	Quality of port infrastructure	129
7.04	Quality of ground transport network	93
7.05	Road density*	55

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	67
8.02	Presence of major car rental companies*	**1**
8.03	ATMs accepting Visa cards*	**46**
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	135
9.02	Internet users*	53
9.03	Telephone lines*	**39**
9.04	Broadband Internet subscribers*	60
9.05	Mobile telephone subscribers*	61
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	**46**
10.02	Purchasing power parity*	**44**
10.03	Extent and effect of taxation	120
10.04	Fuel price levels*	95
10.05	Hotel price index*	113
	11th pillar: Human resources	
11.01	Primary education enrollment*	64
11.02	Secondary education enrollment*	57
11.03	Quality of the educational system	86
11.04	Local availability of research and training services	100
11.05	Extent of staff training	130
11.06	Hiring and firing practices	80
11.07	Ease of hiring foreign labor	69
11.08	HIV prevalence*	**20**
11.09	Business impact of HIV/AIDS	**44**
11.10	Life expectancy*	53
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	81
12.02	Attitude of population toward foreign visitors	66
12.03	Extension of business trips recommended	65
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	75
13.02	Protected areas*	90
13.03	Quality of the natural environment	110
13.04	Total known species*	91
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	62
14.02	Sports stadiums*	**40**
14.03	Number of international fairs and exhibitions*	57
14.04	Creative industries exports*	n/a

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Singapore

Key indicators

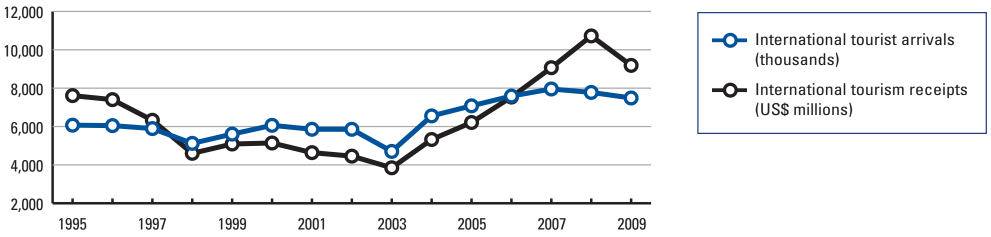
Population (millions), 2009	5.0
Surface area (1,000 square kilometers)	0.7
Gross domestic product (US$ billions), 2009	182.2
Gross domestic product (PPP, US$) per capita, 2009	50,179.6
Real GDP growth (percent), 2009	–1.3
Environmental Performance Index, 2010 (out of 163 economies)	28

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	4,430	2.3	3.8
Employment (1,000 jobs)	62	2.2	1.8
T&T economy, 2010 estimates			
GDP (US$ millions)	15,410	8.1	5.4
Employment (1,000 jobs)	178	6.3	2.7

Source: World Travel & Tourism Council, TSA Research 2010

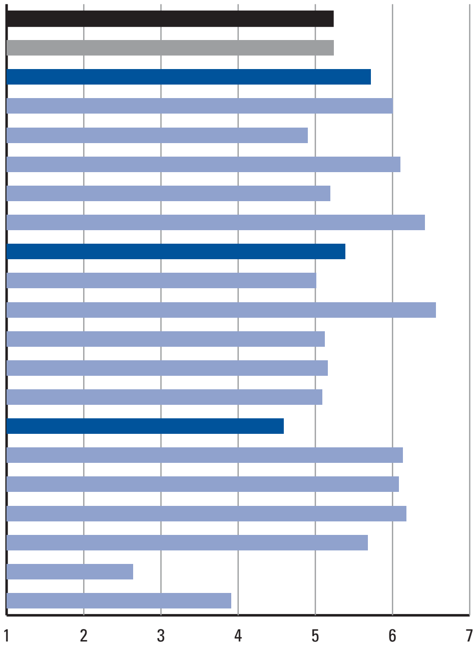
International tourist arrivals (thousands), 2009	7,487.8
International tourism receipts (US$ millions), 2009	9,187.2



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**10**	**5.2**
2009 Index	10	5.2
T&T regulatory framework	**6**	**5.7**
Policy rules and regulations	1	6.0
Environmental sustainability	41	4.9
Safety and security	13	6.1
Health and hygiene	55	5.2
Prioritization of Travel & Tourism	2	6.4
T&T business environment and infrastructure	**4**	**5.4**
Air transport infrastructure	14	5.0
Ground transport infrastructure	2	6.6
Tourism infrastructure	33	5.1
ICT infrastructure	20	5.2
Price competitiveness in the T&T industry	29	5.1
T&T human, cultural, and natural resources	**23**	**4.6**
Human resources	2	6.1
Education and training	3	6.1
Availability of qualified labor	1	6.2
Affinity for Travel & Tourism	12	5.7
Natural resources	96	2.6
Cultural resources	30	3.9



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Singapore

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	**2**
1.02	Property rights	**3**
1.03	Business impact of rules on FDI	**1**
1.04	Visa requirements*	**2**
1.05	Openness of bilateral Air Service Agreements*	30
1.06	Transparency of government policymaking	**1**
1.07	Time required to start a business*	**3**
1.08	Cost to start a business*	**7**
1.09	GATS commitments*	58
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	14
2.02	Enforcement of environmental regulation	13
2.03	Sustainability of T&T industry development	**4**
2.04	Carbon dioxide emissions*	121
2.05	Particulate matter concentration*	81
2.06	Threatened species*	93
2.07	Environmental treaty ratification*	117
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	102
3.02	Reliability of police services	**2**
3.03	Business costs of crime and violence	17
3.04	Road traffic accidents*	**3**
	4th pillar: Health and hygiene	
4.01	Physician density*	69
4.02	Access to improved sanitation*	**1**
4.03	Access to improved drinking water*	**1**
4.04	Hospital beds*	57
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	**6**
5.02	T&T government expenditure*	**8**
5.03	Effectiveness of marketing and branding	**4**
5.04	Comprehensiveness of annual T&T data*	58
5.05	Timeliness of providing monthly/quarterly T&T data*	12
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	**2**
6.02	Available seat kilometers, domestic*	103
6.03	Available seat kilometers, international*	11
6.04	Departures per 1,000 population*	19
6.05	Airport density*	93
6.06	Number of operating airlines*	27
6.07	International air transport network	**1**
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	**1**
7.02	Quality of railroad infrastructure	**6**
7.03	Quality of port infrastructure	**2**
7.04	Quality of ground transport network	**4**
7.05	Road density*	**4**

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	37
8.02	Presence of major car rental companies*	80
8.03	ATMs accepting Visa cards*	**7**
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	18
9.02	Internet users*	26
9.03	Telephone lines*	26
9.04	Broadband Internet subscribers*	20
9.05	Mobile telephone subscribers*	14
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	**9**
10.02	Purchasing power parity*	98
10.03	Extent and effect of taxation	**3**
10.04	Fuel price levels*	64
10.05	Hotel price index*	78
	11th pillar: Human resources	
11.01	Primary education enrollment*	43
11.02	Secondary education enrollment*	18
11.03	Quality of the educational system	**1**
11.04	Local availability of research and training services	19
11.05	Extent of staff training	**4**
11.06	Hiring and firing practices	**2**
11.07	Ease of hiring foreign labor	**8**
11.08	HIV prevalence*	20
11.09	Business impact of HIV/AIDS	47
11.10	Life expectancy*	**7**
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	15
12.02	Attitude of population toward foreign visitors	**9**
12.03	Extension of business trips recommended	46
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	75
13.02	Protected areas*	109
13.03	Quality of the natural environment	21
13.04	Total known species*	80
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	122
14.02	Sports stadiums*	73
14.03	Number of international fairs and exhibitions*	23
14.04	Creative industries exports*	20

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Slovak Republic

Key indicators

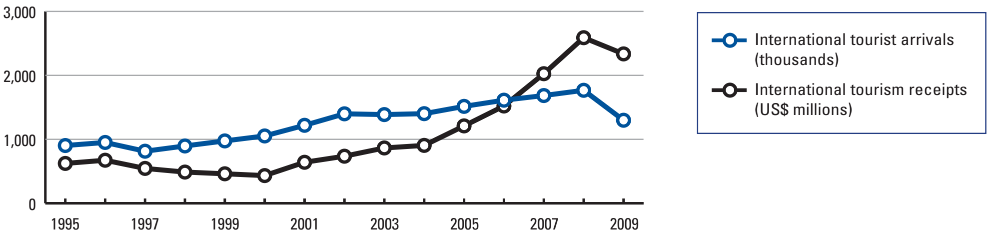
Population (millions), 2009	5.4
Surface area (1,000 square kilometers)	49.0
Gross domestic product (US$ billions), 2009	88.2
Gross domestic product (PPP, US$) per capita, 2009	21,244.9
Real GDP growth (percent), 2009	–4.7
Environmental Performance Index, 2010 (out of 163 economies)	13

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	1,525	1.5	4.8
Employment (1,000 jobs)	35	1.5	1.3
T&T economy, 2010 estimates			
GDP (US$ millions)	9,890	9.9	6.3
Employment (1,000 jobs)	206	8.8	2.6

Source: World Travel & Tourism Council, TSA Research 2010

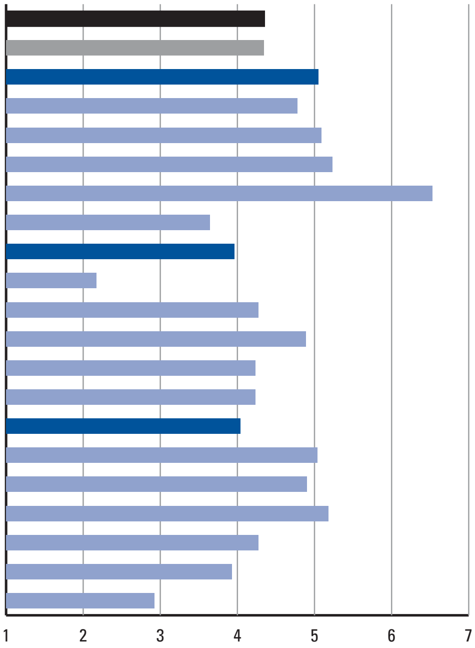
International tourist arrivals (thousands), 2009	1,298.1
International tourism receipts (US$ millions), 2009	2,335.6



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**54**	**4.4**
2009 Index	46	4.3
T&T regulatory framework	**39**	**5.1**
Policy rules and regulations	36	4.8
Environmental sustainability	27	5.1
Safety and security	49	5.2
Health and hygiene	15	6.5
Prioritization of Travel & Tourism	116	3.6
T&T business environment and infrastructure	**57**	**4.0**
Air transport infrastructure	122	2.2
Ground transport infrastructure	45	4.3
Tourism infrastructure	41	4.9
ICT infrastructure	41	4.2
Price competitiveness in the T&T industry	102	4.2
T&T human, cultural, and natural resources	**52**	**4.0**
Human resources	50	5.0
Education and training	54	4.9
Availability of qualified labor	48	5.2
Affinity for Travel & Tourism	110	4.3
Natural resources	41	3.9
Cultural resources	53	2.9



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Slovak Republic

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	**1**
1.02	Property rights	74
1.03	Business impact of rules on FDI	**13**
1.04	Visa requirements*	**42**
1.05	Openness of bilateral Air Service Agreements*	81
1.06	Transparency of government policymaking	82
1.07	Time required to start a business*	67
1.08	Cost to start a business*	**21**
1.09	GATS commitments*	82
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	**28**
2.02	Enforcement of environmental regulation	51
2.03	Sustainability of T&T industry development	126
2.04	Carbon dioxide emissions*	94
2.05	Particulate matter concentration*	**11**
2.06	Threatened species*	**21**
2.07	Environmental treaty ratification*	**30**
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	**4**
3.02	Reliability of police services	89
3.03	Business costs of crime and violence	**48**
3.04	Road traffic accidents*	63
	4th pillar: Health and hygiene	
4.01	Physician density*	**31**
4.02	Access to improved sanitation*	**1**
4.03	Access to improved drinking water*	**1**
4.04	Hospital beds*	**17**
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	131
5.02	T&T government expenditure*	102
5.03	Effectiveness of marketing and branding	137
5.04	Comprehensiveness of annual T&T data*	**42**
5.05	Timeliness of providing monthly/quarterly T&T data*	63
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	120
6.02	Available seat kilometers, domestic*	103
6.03	Available seat kilometers, international*	115
6.04	Departures per 1,000 population*	54
6.05	Airport density*	62
6.06	Number of operating airlines*	127
6.07	International air transport network	130
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	67
7.02	Quality of railroad infrastructure	**21**
7.03	Quality of port infrastructure	78
7.04	Quality of ground transport network	71
7.05	Road density*	**38**

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	**40**
8.02	Presence of major car rental companies*	**40**
8.03	ATMs accepting Visa cards*	**41**
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	**38**
9.02	Internet users*	**18**
9.03	Telephone lines*	59
9.04	Broadband Internet subscribers*	**39**
9.05	Mobile telephone subscribers*	59
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	105
10.02	Purchasing power parity*	99
10.03	Extent and effect of taxation	**27**
10.04	Fuel price levels*	125
10.05	Hotel price index*	64
	11th pillar: Human resources	
11.01	Primary education enrollment*	**44**
11.02	Secondary education enrollment*	54
11.03	Quality of the educational system	111
11.04	Local availability of research and training services	**41**
11.05	Extent of staff training	75
11.06	Hiring and firing practices	104
11.07	Ease of hiring foreign labor	**36**
11.08	HIV prevalence*	**1**
11.09	Business impact of HIV/AIDS	**3**
11.10	Life expectancy*	**46**
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	79
12.02	Attitude of population toward foreign visitors	126
12.03	Extension of business trips recommended	94
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	**24**
13.02	Protected areas*	**15**
13.03	Quality of the natural environment	61
13.04	Total known species*	93
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	**44**
14.02	Sports stadiums*	**47**
14.03	Number of international fairs and exhibitions*	61
14.04	Creative industries exports*	**34**

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Slovenia

Key indicators

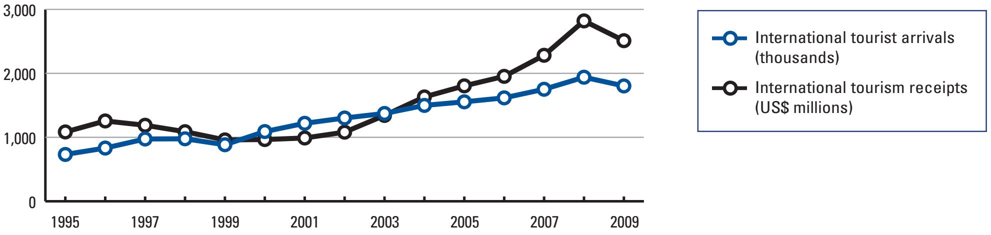
Population (millions), 2009	2.0
Surface area (1,000 square kilometers)	20.3
Gross domestic product (US$ billions), 2009	48.6
Gross domestic product (PPP, US$) per capita, 2009	27,469.8
Real GDP growth (percent), 2009	–7.8
Environmental Performance Index, 2010 (out of 163 economies)	55

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	1,389	2.6	4.4
Employment (1,000 jobs)	30	3.5	0.8
T&T economy, 2010 estimates			
GDP (US$ millions)	6,487	12.1	4.6
Employment (1,000 jobs)	117	13.6	0.9

Source: World Travel & Tourism Council, TSA Research 2010

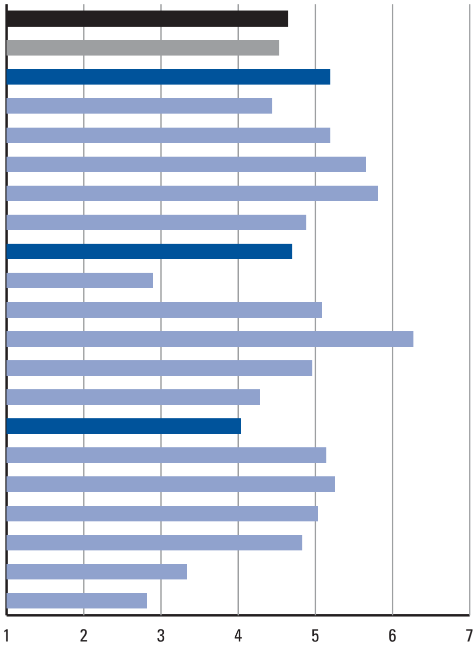
International tourist arrivals (thousands), 2009	1,803.5
International tourism receipts (US$ millions), 2009	2,511.1



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**33**	**4.6**
2009 Index	35	4.5
T&T regulatory framework	**29**	**5.2**
Policy rules and regulations	65	4.4
Environmental sustainability	23	5.2
Safety and security	29	5.7
Health and hygiene	39	5.8
Prioritization of Travel & Tourism	44	4.9
T&T business environment and infrastructure	**33**	**4.7**
Air transport infrastructure	74	2.9
Ground transport infrastructure	25	5.1
Tourism infrastructure	17	6.3
ICT infrastructure	26	5.0
Price competitiveness in the T&T industry	99	4.3
T&T human, cultural, and natural resources	**53**	**4.0**
Human resources	42	5.1
Education and training	36	5.3
Availability of qualified labor	78	5.0
Affinity for Travel & Tourism	49	4.8
Natural resources	64	3.3
Cultural resources	58	2.8



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Slovenia

The Travel & Tourism Competitiveness Index in detail

1st pillar: Policy rules and regulations

	INDICATOR	RANK/139
1.01	Prevalence of foreign ownership	116
1.02	Property rights	58
1.03	Business impact of rules on FDI	116
1.04	Visa requirements*	42
1.05	Openness of bilateral Air Service Agreements*	126
1.06	Transparency of government policymaking	**23**
1.07	Time required to start a business*	**13**
1.08	Cost to start a business*	**1**
1.09	GATS commitments*	98

2nd pillar: Environmental sustainability

	INDICATOR	RANK/139
2.01	Stringency of environmental regulation	**31**
2.02	Enforcement of environmental regulation	37
2.03	Sustainability of T&T industry development	71
2.04	Carbon dioxide emissions*	97
2.05	Particulate matter concentration*	52
2.06	Threatened species*	**23**
2.07	Environmental treaty ratification*	**16**

3rd pillar: Safety and security

	INDICATOR	RANK/139
3.01	Business costs of terrorism	**10**
3.02	Reliability of police services	48
3.03	Business costs of crime and violence	**19**
3.04	Road traffic accidents*	58

4th pillar: Health and hygiene

	INDICATOR	RANK/139
4.01	Physician density*	46
4.02	Access to improved sanitation*	**1**
4.03	Access to improved drinking water*	40
4.04	Hospital beds*	39

5th pillar: Prioritization of Travel & Tourism

	INDICATOR	RANK/139
5.01	Government prioritization of the T&T industry	94
5.02	T&T government expenditure*	45
5.03	Effectiveness of marketing and branding	68
5.04	Comprehensiveness of annual T&T data*	**22**
5.05	Timeliness of providing monthly/quarterly T&T data*	**6**

6th pillar: Air transport infrastructure

	INDICATOR	RANK/139
6.01	Quality of air transport infrastructure	63
6.02	Available seat kilometers, domestic*	103
6.03	Available seat kilometers, international*	119
6.04	Departures per 1,000 population*	35
6.05	Airport density*	49
6.06	Number of operating airlines*	116
6.07	International air transport network	77

7th pillar: Ground transport infrastructure

	INDICATOR	RANK/139
7.01	Quality of roads	42
7.02	Quality of railroad infrastructure	49
7.03	Quality of port infrastructure	34
7.04	Quality of ground transport network	39
7.05	Road density*	**12**

8th pillar: Tourism infrastructure

	INDICATOR	RANK/139
8.01	Hotel rooms*	**28**
8.02	Presence of major car rental companies*	**1**
8.03	ATMs accepting Visa cards*	**14**

9th pillar: ICT infrastructure

	INDICATOR	RANK/139
9.01	Extent of business Internet use	36
9.02	Internet users*	**30**
9.03	Telephone lines*	**14**
9.04	Broadband Internet subscribers*	**22**
9.05	Mobile telephone subscribers*	56

10th pillar: Price competitiveness in the T&T industry

	INDICATOR	RANK/139
10.01	Ticket taxes and airport charges*	103
10.02	Purchasing power parity*	110
10.03	Extent and effect of taxation	89
10.04	Fuel price levels*	80
10.05	Hotel price index*	**29**

11th pillar: Human resources

	INDICATOR	RANK/139
11.01	Primary education enrollment*	40
11.02	Secondary education enrollment*	38
11.03	Quality of the educational system	47
11.04	Local availability of research and training services	35
11.05	Extent of staff training	65
11.06	Hiring and firing practices	132
11.07	Ease of hiring foreign labor	82
11.08	HIV prevalence*	**1**
11.09	Business impact of HIV/AIDS	**11**
11.10	Life expectancy*	**28**

12th pillar: Affinity for Travel & Tourism

	INDICATOR	RANK/139
12.01	Tourism openness*	**29**
12.02	Attitude of population toward foreign visitors	79
12.03	Extension of business trips recommended	89

13th pillar: Natural resources

	INDICATOR	RANK/139
13.01	Number of World Heritage natural sites*	43
13.02	Protected areas*	55
13.03	Quality of the natural environment	**16**
13.04	Total known species*	98

14th pillar: Cultural resources

	INDICATOR	RANK/139
14.01	Number of World Heritage cultural sites*	122
14.02	Sports stadiums*	**20**
14.03	Number of international fairs and exhibitions*	39
14.04	Creative industries exports*	41

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

South Africa

Key indicators

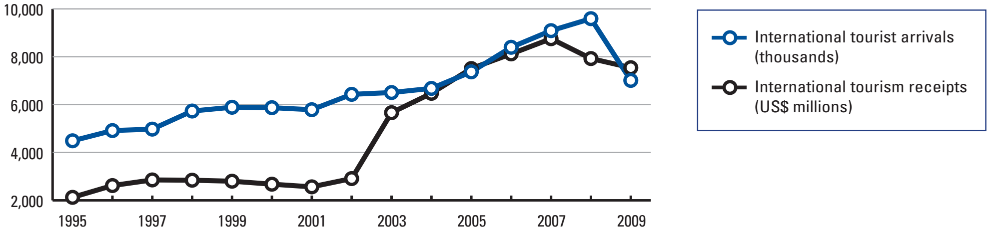
Population (millions), 2009	49.3
Surface area (1,000 square kilometers)	1,219.1
Gross domestic product (US$ billions), 2009	287.2
Gross domestic product (PPP, US$) per capita, 2009	10,229.1
Real GDP growth (percent), 2009	–1.8
Environmental Performance Index, 2010 (out of 163 economies)	115

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	10,085	2.9	4.5
Employment (1,000 jobs)	372	2.9	2.2
T&T economy, 2010 estimates			
GDP (US$ millions)	26,446	7.7	4.6
Employment (1,000 jobs)	869	6.9	2.4

Source: World Travel & Tourism Council, TSA Research 2010

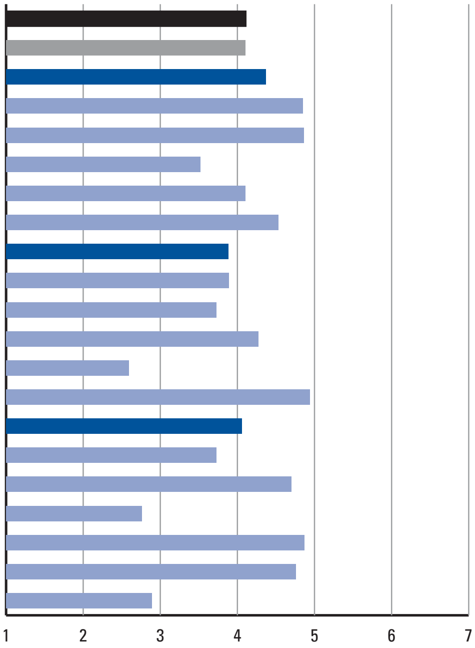
International tourist arrivals (thousands), 2009	7,011.9
International tourism receipts (US$ millions), 2009	7,542.8



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**66**	**4.1**
2009 Index	61	4.1
T&T regulatory framework	**82**	**4.4**
Policy rules and regulations	31	4.8
Environmental sustainability	48	4.9
Safety and security	129	3.5
Health and hygiene	88	4.1
Prioritization of Travel & Tourism	64	4.5
T&T business environment and infrastructure	**62**	**3.9**
Air transport infrastructure	43	3.9
Ground transport infrastructure	66	3.7
Tourism infrastructure	57	4.3
ICT infrastructure	95	2.6
Price competitiveness in the T&T industry	37	4.9
T&T human, cultural, and natural resources	**49**	**4.1**
Human resources	128	3.7
Education and training	67	4.7
Availability of qualified labor	138	2.8
Affinity for Travel & Tourism	43	4.9
Natural resources	14	4.8
Cultural resources	55	2.9



Note: For descriptions of variables and detailed sources, please refer to “How to the Read Country/Economy Profiles.”

South Africa

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	**43**
1.02	Property rights	**29**
1.03	Business impact of rules on FDI	71
1.04	Visa requirements*	**38**
1.05	Openness of bilateral Air Service Agreements*	63
1.06	Transparency of government policymaking	**27**
1.07	Time required to start a business*	83
1.08	Cost to start a business*	52
1.09	GATS commitments*	**40**
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	**45**
2.02	Enforcement of environmental regulation	58
2.03	Sustainability of T&T industry development	**32**
2.04	Carbon dioxide emissions*	107
2.05	Particulate matter concentration*	**28**
2.06	Threatened species*	102
2.07	Environmental treaty ratification*	**30**
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	**42**
3.02	Reliability of police services	104
3.03	Business costs of crime and violence	137
3.04	Road traffic accidents*	119
	4th pillar: Health and hygiene	
4.01	Physician density*	95
4.02	Access to improved sanitation*	84
4.03	Access to improved drinking water*	80
4.04	Hospital beds*	67
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	**24**
5.02	T&T government expenditure*	134
5.03	Effectiveness of marketing and branding	**26**
5.04	Comprehensiveness of annual T&T data*	85
5.05	Timeliness of providing monthly/quarterly T&T data*	**46**
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	**18**
6.02	Available seat kilometers, domestic*	**16**
6.03	Available seat kilometers, international*	**23**
6.04	Departures per 1,000 population*	61
6.05	Airport density*	94
6.06	Number of operating airlines*	**29**
6.07	International air transport network	**12**
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	**43**
7.02	Quality of railroad infrastructure	**47**
7.03	Quality of port infrastructure	**49**
7.04	Quality of ground transport network	125
7.05	Road density*	69

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	98
8.02	Presence of major car rental companies*	**1**
8.03	ATMs accepting Visa cards*	**45**
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	52
9.02	Internet users*	107
9.03	Telephone lines*	98
9.04	Broadband Internet subscribers*	94
9.05	Mobile telephone subscribers*	73
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	57
10.02	Purchasing power parity*	69
10.03	Extent and effect of taxation	**31**
10.04	Fuel price levels*	**46**
10.05	Hotel price index*	63
	11th pillar: Human resources	
11.01	Primary education enrollment*	107
11.02	Secondary education enrollment*	**45**
11.03	Quality of the educational system	130
11.04	Local availability of research and training services	**49**
11.05	Extent of staff training	**26**
11.06	Hiring and firing practices	135
11.07	Ease of hiring foreign labor	138
11.08	HIV prevalence*	136
11.09	Business impact of HIV/AIDS	138
11.10	Life expectancy*	124
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	85
12.02	Attitude of population toward foreign visitors	59
12.03	Extension of business trips recommended	**8**
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	**10**
13.02	Protected areas*	83
13.03	Quality of the natural environment	**26**
13.04	Total known species*	**25**
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	53
14.02	Sports stadiums*	62
14.03	Number of international fairs and exhibitions*	**35**
14.04	Creative industries exports*	53

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Spain

Key indicators

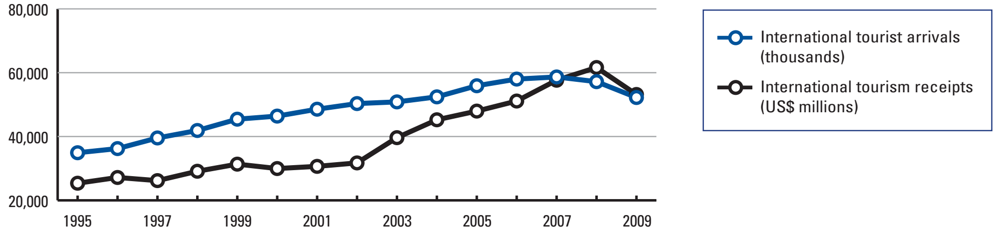
Population (millions), 2009	46.0
Surface area (1,000 square kilometers)	505.4
Gross domestic product (US$ billions), 2009	1,467.9
Gross domestic product (PPP, US$) per capita, 2009	29,625.5
Real GDP growth (percent), 2009	–3.7
Environmental Performance Index, 2010 (out of 163 economies)	25

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	91,828	5.9	1.2
Employment (1,000 jobs)	1,280	6.8	1.2
T&T economy, 2010 estimates			
GDP (US$ millions)	237,898	15.3	1.8
Employment (1,000 jobs)	3,205	17.1	1.4

Source: World Travel & Tourism Council, TSA Research 2010

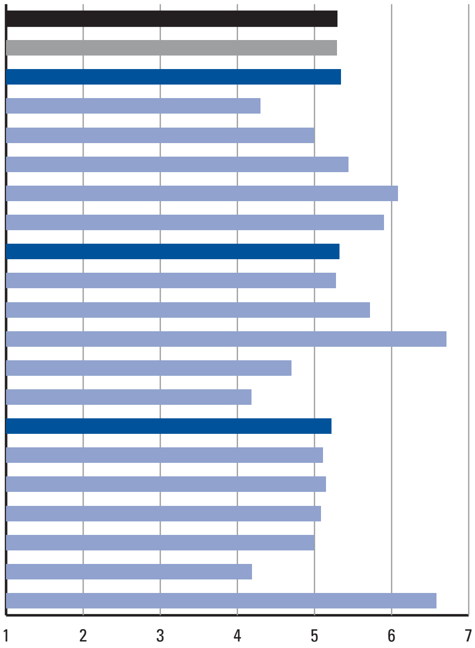
International tourist arrivals (thousands), 2009	52,231.1
International tourism receipts (US$ millions), 2009	53,176.7



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**8**	**5.3**
2009 Index	6	5.3
T&T regulatory framework	**22**	**5.3**
Policy rules and regulations	85	4.3
Environmental sustainability	33	5.0
Safety and security	36	5.4
Health and hygiene	29	6.1
Prioritization of Travel & Tourism	11	5.9
T&T business environment and infrastructure	**10**	**5.3**
Air transport infrastructure	8	5.3
Ground transport infrastructure	13	5.7
Tourism infrastructure	8	6.7
ICT infrastructure	30	4.7
Price competitiveness in the T&T industry	106	4.2
T&T human, cultural, and natural resources	**6**	**5.2**
Human resources	46	5.1
Education and training	41	5.2
Availability of qualified labor	71	5.1
Affinity for Travel & Tourism	37	5.0
Natural resources	35	4.2
Cultural resources	2	6.6



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Spain

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	28
1.02	Property rights	45
1.03	Business impact of rules on FDI	76
1.04	Visa requirements*	42
1.05	Openness of bilateral Air Service Agreements*	86
1.06	Transparency of government policymaking	70
1.07	Time required to start a business*	119
1.08	Cost to start a business*	83
1.09	GATS commitments*	65
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	38
2.02	Enforcement of environmental regulation	44
2.03	Sustainability of T&T industry development	47
2.04	Carbon dioxide emissions*	102
2.05	Particulate matter concentration*	57
2.06	Threatened species*	101
2.07	Environmental treaty ratification*	**1**
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	117
3.02	Reliability of police services	25
3.03	Business costs of crime and violence	52
3.04	Road traffic accidents*	19
	4th pillar: Health and hygiene	
4.01	Physician density*	13
4.02	Access to improved sanitation*	**1**
4.03	Access to improved drinking water*	**1**
4.04	Hospital beds*	52
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	14
5.02	T&T government expenditure*	22
5.03	Effectiveness of marketing and branding	17
5.04	Comprehensiveness of annual T&T data*	**1**
5.05	Timeliness of providing monthly/quarterly T&T data*	**6**
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	31
6.02	Available seat kilometers, domestic*	**10**
6.03	Available seat kilometers, international*	**7**
6.04	Departures per 1,000 population*	28
6.05	Airport density*	51
6.06	Number of operating airlines*	**6**
6.07	International air transport network	31
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	20
7.02	Quality of railroad infrastructure	13
7.03	Quality of port infrastructure	18
7.04	Quality of ground transport network	13
7.05	Road density*	25

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	**8**
8.02	Presence of major car rental companies*	40
8.03	ATMs accepting Visa cards*	**4**
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	68
9.02	Internet users*	32
9.03	Telephone lines*	19
9.04	Broadband Internet subscribers*	28
9.05	Mobile telephone subscribers*	44
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	31
10.02	Purchasing power parity*	115
10.03	Extent and effect of taxation	112
10.04	Fuel price levels*	86
10.05	Hotel price index*	52
	11th pillar: Human resources	
11.01	Primary education enrollment*	**4**
11.02	Secondary education enrollment*	**3**
11.03	Quality of the educational system	107
11.04	Local availability of research and training services	26
11.05	Extent of staff training	89
11.06	Hiring and firing practices	137
11.07	Ease of hiring foreign labor	62
11.08	HIV prevalence*	79
11.09	Business impact of HIV/AIDS	22
11.10	Life expectancy*	**7**
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	70
12.02	Attitude of population toward foreign visitors	54
12.03	Extension of business trips recommended	**7**
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	**7**
13.02	Protected areas*	78
13.03	Quality of the natural environment	59
13.04	Total known species*	68
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	**2**
14.02	Sports stadiums*	18
14.03	Number of international fairs and exhibitions*	**3**
14.04	Creative industries exports*	15

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Sri Lanka

Key indicators

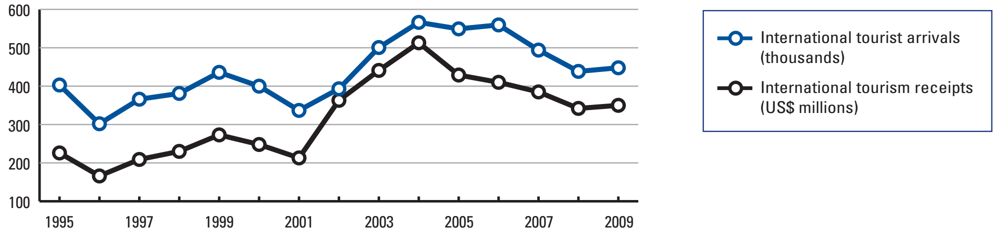
Population (millions), 2009	20.3
Surface area (1,000 square kilometers)	65.6
Gross domestic product (US$ billions), 2009	42.2
Gross domestic product (PPP, US$) per capita, 2009	4,763.8
Real GDP growth (percent), 2009	3.5
Environmental Performance Index, 2010 (out of 163 economies)	58

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	1,248	2.8	5.5
Employment (1,000 jobs)	183	2.2	2.0
T&T economy, 2010 estimates			
GDP (US$ millions)	3,388	7.5	5.8
Employment (1,000 jobs)	503	6.2	1.4

Source: World Travel & Tourism Council, TSA Research 2010

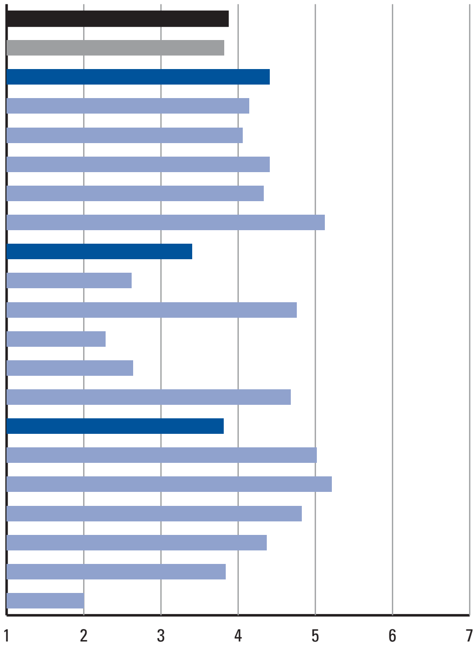
International tourist arrivals (thousands), 2009	447.9
International tourism receipts (US$ millions), 2009	350.0



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**81**	**3.9**
2009 Index	78	3.8
T&T regulatory framework	**79**	**4.4**
Policy rules and regulations	91	4.1
Environmental sustainability	117	4.1
Safety and security	91	4.4
Health and hygiene	81	4.3
Prioritization of Travel & Tourism	32	5.1
T&T business environment and infrastructure	**83**	**3.4**
Air transport infrastructure	90	2.6
Ground transport infrastructure	34	4.8
Tourism infrastructure	104	2.3
ICT infrastructure	94	2.6
Price competitiveness in the T&T industry	60	4.7
T&T human, cultural, and natural resources	**68**	**3.8**
Human resources	54	5.0
Education and training	39	5.2
Availability of qualified labor	101	4.8
Affinity for Travel & Tourism	99	4.4
Natural resources	44	3.8
Cultural resources	82	2.0



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Sri Lanka

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	80
1.02	Property rights	64
1.03	Business impact of rules on FDI	**43**
1.04	Visa requirements*	95
1.05	Openness of bilateral Air Service Agreements*	84
1.06	Transparency of government policymaking	107
1.07	Time required to start a business*	107
1.08	Cost to start a business*	**48**
1.09	GATS commitments*	102
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	55
2.02	Enforcement of environmental regulation	**49**
2.03	Sustainability of T&T industry development	**36**
2.04	Carbon dioxide emissions*	**25**
2.05	Particulate matter concentration*	117
2.06	Threatened species*	134
2.07	Environmental treaty ratification*	65
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	134
3.02	Reliability of police services	91
3.03	Business costs of crime and violence	85
3.04	Road traffic accidents*	**47**
	4th pillar: Health and hygiene	
4.01	Physician density*	102
4.02	Access to improved sanitation*	63
4.03	Access to improved drinking water*	82
4.04	Hospital beds*	58
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	**36**
5.02	T&T government expenditure*	**44**
5.03	Effectiveness of marketing and branding	**36**
5.04	Comprehensiveness of annual T&T data*	**44**
5.05	Timeliness of providing monthly/quarterly T&T data*	63
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	62
6.02	Available seat kilometers, domestic*	103
6.03	Available seat kilometers, international*	60
6.04	Departures per 1,000 population*	92
6.05	Airport density*	137
6.06	Number of operating airlines*	76
6.07	International air transport network	61
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	55
7.02	Quality of railroad infrastructure	**40**
7.03	Quality of port infrastructure	**44**
7.04	Quality of ground transport network	65
7.05	Road density*	**23**

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	110
8.02	Presence of major car rental companies*	95
8.03	ATMs accepting Visa cards*	92
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	**46**
9.02	Internet users*	108
9.03	Telephone lines*	77
9.04	Broadband Internet subscribers*	96
9.05	Mobile telephone subscribers*	98
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	123
10.02	Purchasing power parity*	**21**
10.03	Extent and effect of taxation	52
10.04	Fuel price levels*	114
10.05	Hotel price index*	**5**
	11th pillar: Human resources	
11.01	Primary education enrollment*	**10**
11.02	Secondary education enrollment*	72
11.03	Quality of the educational system	**44**
11.04	Local availability of research and training services	**46**
11.05	Extent of staff training	**37**
11.06	Hiring and firing practices	94
11.07	Ease of hiring foreign labor	91
11.08	HIV prevalence*	**1**
11.09	Business impact of HIV/AIDS	**40**
11.10	Life expectancy*	92
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	120
12.02	Attitude of population toward foreign visitors	89
12.03	Extension of business trips recommended	56
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	**24**
13.02	Protected areas*	**42**
13.03	Quality of the natural environment	**30**
13.04	Total known species*	64
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	**44**
14.02	Sports stadiums*	105
14.03	Number of international fairs and exhibitions*	77
14.04	Creative industries exports*	69

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Swaziland

Key indicators

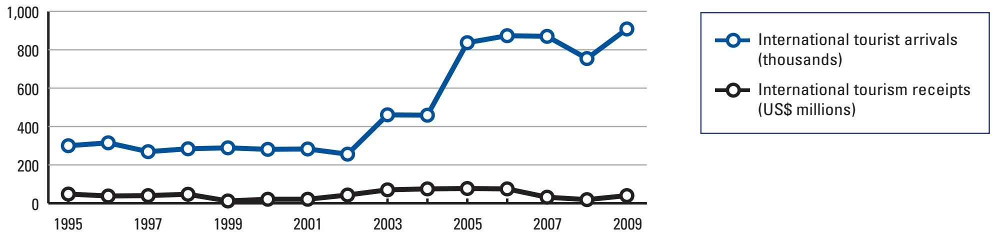
Population (millions), 2009	1.2
Surface area (1,000 square kilometers)	17.4
Gross domestic product (US$ billions), 2009	3.0
Gross domestic product (PPP, US$) per capita, 2009	5,743.0
Real GDP growth (percent), 2009	1.2
Environmental Performance Index, 2010 (out of 163 economies)	101

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	66	1.8	3.4
Employment (1,000 jobs)	3	2.1	2.6
T&T economy, 2010 estimates			
GDP (US$ millions)	162	4.3	3.3
Employment (1,000 jobs)	6	4.6	2.6

Source: World Travel & Tourism Council, TSA Research 2010

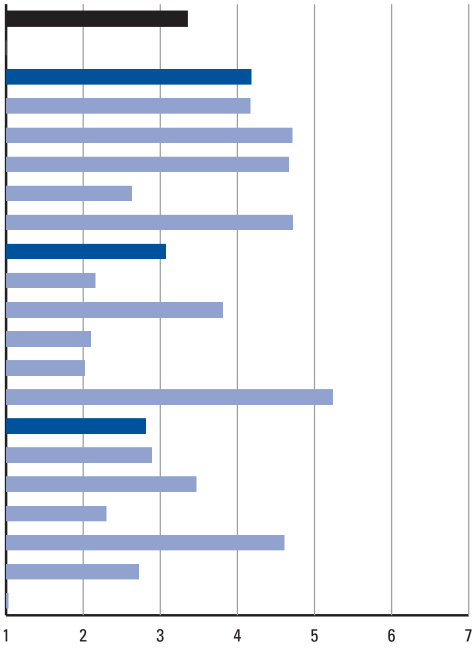
International tourist arrivals (thousands), 2009	908.5
International tourism receipts (US$ millions), 2009	40.0



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**116**	**3.4**
2009 Index	n/a	n/a
T&T regulatory framework	**99**	**4.2**
Policy rules and regulations	90	4.2
Environmental sustainability	57	4.7
Safety and security	76	4.7
Health and hygiene	113	2.6
Prioritization of Travel & Tourism	52	4.7
T&T business environment and infrastructure	**101**	**3.1**
Air transport infrastructure	123	2.2
Ground transport infrastructure	65	3.8
Tourism infrastructure	108	2.1
ICT infrastructure	115	2.0
Price competitiveness in the T&T industry	14	5.2
T&T human, cultural, and natural resources	**136**	**2.8**
Human resources	139	2.9
Education and training	123	3.5
Availability of qualified labor	139	2.3
Affinity for Travel & Tourism	69	4.6
Natural resources	90	2.7
Cultural resources	137	1.0



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Swaziland

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	82
1.02	Property rights	**47**
1.03	Business impact of rules on FDI	99
1.04	Visa requirements*	**35**
1.05	Openness of bilateral Air Service Agreements*	**25**
1.06	Transparency of government policymaking	93
1.07	Time required to start a business*	123
1.08	Cost to start a business*	105
1.09	GATS commitments*	**37**
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	76
2.02	Enforcement of environmental regulation	60
2.03	Sustainability of T&T industry development	55
2.04	Carbon dioxide emissions*	**33**
2.05	Particulate matter concentration*	58
2.06	Threatened species*	**16**
2.07	Environmental treaty ratification*	133
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	**44**
3.02	Reliability of police services	61
3.03	Business costs of crime and violence	77
3.04	Road traffic accidents*	102
	4th pillar: Health and hygiene	
4.01	Physician density*	113
4.02	Access to improved sanitation*	98
4.03	Access to improved drinking water*	119
4.04	Hospital beds*	79
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	56
5.02	T&T government expenditure*	81
5.03	Effectiveness of marketing and branding	**31**
5.04	Comprehensiveness of annual T&T data*	**42**
5.05	Timeliness of providing monthly/quarterly T&T data*	89
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	125
6.02	Available seat kilometers, domestic*	103
6.03	Available seat kilometers, international*	137
6.04	Departures per 1,000 population*	n/a
6.05	Airport density*	58
6.06	Number of operating airlines*	138
6.07	International air transport network	129
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	**39**
7.02	Quality of railroad infrastructure	**35**
7.03	Quality of port infrastructure	68
7.04	Quality of ground transport network	83
7.05	Road density*	81
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	102
8.02	Presence of major car rental companies*	95
8.03	ATMs accepting Visa cards*	108
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	123
9.02	Internet users*	111
9.03	Telephone lines*	109
9.04	Broadband Internet subscribers*	112
9.05	Mobile telephone subscribers*	112
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	**1**
10.02	Purchasing power parity*	**41**
10.03	Extent and effect of taxation	73
10.04	Fuel price levels*	**44**
10.05	Hotel price index*	n/a
	11th pillar: Human resources	
11.01	Primary education enrollment*	118
11.02	Secondary education enrollment*	112
11.03	Quality of the educational system	101
11.04	Local availability of research and training services	137
11.05	Extent of staff training	97
11.06	Hiring and firing practices	96
11.07	Ease of hiring foreign labor	133
11.08	HIV prevalence*	139
11.09	Business impact of HIV/AIDS	139
11.10	Life expectancy*	134
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	88
12.02	Attitude of population toward foreign visitors	69
12.03	Extension of business trips recommended	52
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	75
13.02	Protected areas*	113
13.03	Quality of the natural environment	**32**
13.04	Total known species*	58
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	122
14.02	Sports stadiums*	135
14.03	Number of international fairs and exhibitions*	122
14.04	Creative industries exports*	n/a

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Sweden

Key indicators

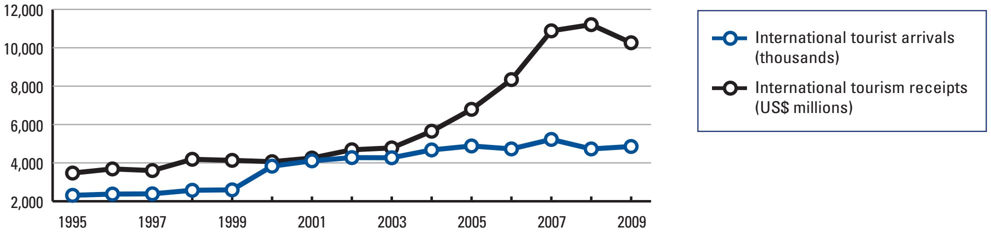
Population (millions), 2009	9.3
Surface area (1,000 square kilometers)	450.3
Gross domestic product (US$ billions), 2009	406.1
Gross domestic product (PPP, US$) per capita, 2009	35,950.8
Real GDP growth (percent), 2009	–5.1
Environmental Performance Index, 2010 (out of 163 economies)	4

Travel & Tourism indicators

T&T industry, 2010 estimates		Percent of total	2011–2020 annual growth (%, forecast)
GDP (US$ millions)	13,229	2.7	3.6
Employment (1,000 jobs)	117	2.6	1.8
T&T economy, 2010 estimates			
GDP (US$ millions)	38,864	8.0	3.5
Employment (1,000 jobs)	335	7.5	1.5

Source: World Travel & Tourism Council, TSA Research 2010

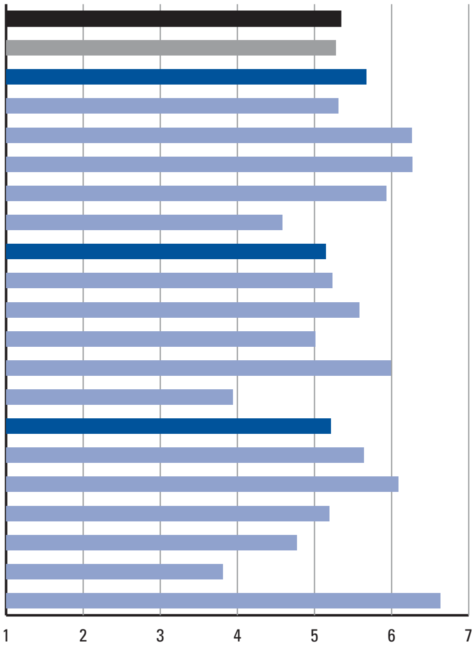
International tourist arrivals (thousands), 2009	4,855.3
International tourism receipts (US$ millions), 2009	10,261.5



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**5**	**5.3**
2009 Index	7	5.3
T&T regulatory framework	**11**	**5.7**
Policy rules and regulations	8	5.3
Environmental sustainability	1	6.3
Safety and security	7	6.3
Health and hygiene	36	5.9
Prioritization of Travel & Tourism	60	4.6
T&T business environment and infrastructure	**15**	**5.1**
Air transport infrastructure	10	5.2
Ground transport infrastructure	16	5.6
Tourism infrastructure	37	5.0
ICT infrastructure	1	6.0
Price competitiveness in the T&T industry	120	3.9
T&T human, cultural, and natural resources	**8**	**5.2**
Human resources	13	5.6
Education and training	2	6.1
Availability of qualified labor	46	5.2
Affinity for Travel & Tourism	54	4.8
Natural resources	45	3.8
Cultural resources	1	6.6



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Sweden

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	**4**
1.02	Property rights	**5**
1.03	Business impact of rules on FDI	15
1.04	Visa requirements*	42
1.05	Openness of bilateral Air Service Agreements*	78
1.06	Transparency of government policymaking	**6**
1.07	Time required to start a business*	62
1.08	Cost to start a business*	**6**
1.09	GATS commitments*	41
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	**2**
2.02	Enforcement of environmental regulation	**2**
2.03	Sustainability of T&T industry development	12
2.04	Carbon dioxide emissions*	83
2.05	Particulate matter concentration*	**2**
2.06	Threatened species*	**2**
2.07	Environmental treaty ratification*	**1**
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	30
3.02	Reliability of police services	14
3.03	Business costs of crime and violence	27
3.04	Road traffic accidents*	**8**
	4th pillar: Health and hygiene	
4.01	Physician density*	21
4.02	Access to improved sanitation*	**1**
4.03	Access to improved drinking water*	**1**
4.04	Hospital beds*	60
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	61
5.02	T&T government expenditure*	100
5.03	Effectiveness of marketing and branding	40
5.04	Comprehensiveness of annual T&T data*	75
5.05	Timeliness of providing monthly/quarterly T&T data*	46
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	12
6.02	Available seat kilometers, domestic*	36
6.03	Available seat kilometers, international*	41
6.04	Departures per 1,000 population*	16
6.05	Airport density*	**10**
6.06	Number of operating airlines*	21
6.07	International air transport network	24
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	18
7.02	Quality of railroad infrastructure	14
7.03	Quality of port infrastructure	**9**
7.04	Quality of ground transport network	**7**
7.05	Road density*	36

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	22
8.02	Presence of major car rental companies*	40
8.03	ATMs accepting Visa cards*	58
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	**1**
9.02	Internet users*	**3**
9.03	Telephone lines*	**8**
9.04	Broadband Internet subscribers*	**8**
9.05	Mobile telephone subscribers*	29
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	22
10.02	Purchasing power parity*	127
10.03	Extent and effect of taxation	110
10.04	Fuel price levels*	108
10.05	Hotel price index*	61
	11th pillar: Human resources	
11.01	Primary education enrollment*	60
11.02	Secondary education enrollment*	15
11.03	Quality of the educational system	**8**
11.04	Local availability of research and training services	**3**
11.05	Extent of staff training	**1**
11.06	Hiring and firing practices	128
11.07	Ease of hiring foreign labor	61
11.08	HIV prevalence*	20
11.09	Business impact of HIV/AIDS	**5**
11.10	Life expectancy*	**7**
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	59
12.02	Attitude of population toward foreign visitors	23
12.03	Extension of business trips recommended	78
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	24
13.02	Protected areas*	62
13.03	Quality of the natural environment	**1**
13.04	Total known species*	109
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	19
14.02	Sports stadiums*	16
14.03	Number of international fairs and exhibitions*	16
14.04	Creative industries exports*	21

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Switzerland

Key indicators

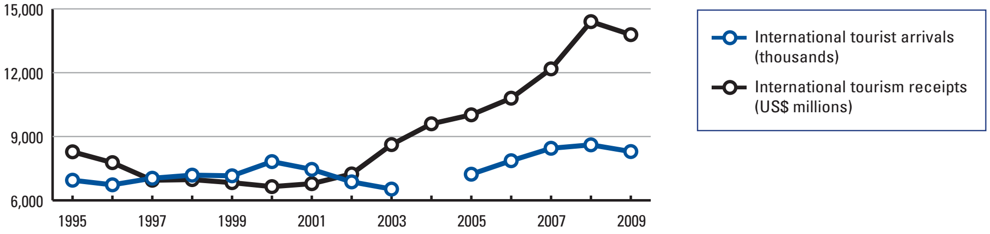
Population (millions), 2009	7.7
Surface area (1,000 square kilometers)	41.3
Gross domestic product (US$ billions), 2009	491.9
Gross domestic product (PPP, US$) per capita, 2009	40,483.5
Real GDP growth (percent), 2009	–1.9
Environmental Performance Index, 2010 (out of 163 economies)	2

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	31,102	5.8	0.6
Employment (1,000 jobs)	351	7.8	0.6
T&T economy, 2010 estimates			
GDP (US$ millions)	72,403	13.6	0.6
Employment (1,000 jobs)	785	17.5	0.6

Source: World Travel & Tourism Council, TSA Research 2010

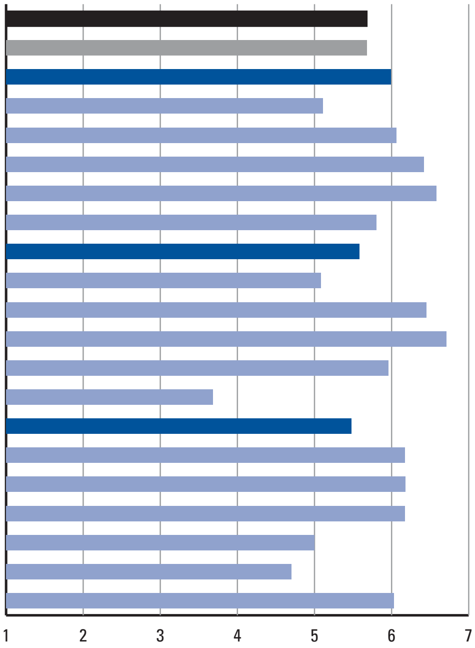
International tourist arrivals (thousands), 2009	8,293.9
International tourism receipts (US$ millions), 2009	13,789.3



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**1**	**5.7**
2009 Index	1	5.7
T&T regulatory framework	**1**	**6.0**
Policy rules and regulations	18	5.1
Environmental sustainability	2	6.1
Safety and security	2	6.4
Health and hygiene	13	6.6
Prioritization of Travel & Tourism	14	5.8
T&T business environment and infrastructure	**1**	**5.6**
Air transport infrastructure	13	5.1
Ground transport infrastructure	5	6.5
Tourism infrastructure	8	6.7
ICT infrastructure	2	6.0
Price competitiveness in the T&T industry	127	3.7
T&T human, cultural, and natural resources	**2**	**5.5**
Human resources	1	6.2
Education and training	1	6.2
Availability of qualified labor	2	6.2
Affinity for Travel & Tourism	34	5.0
Natural resources	16	4.7
Cultural resources	9	6.0



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Switzerland

The Travel & Tourism Competitiveness Index in detail

1st pillar: Policy rules and regulations

	INDICATOR	RANK/139
1.01	Prevalence of foreign ownership	17
1.02	Property rights	**1**
1.03	Business impact of rules on FDI	26
1.04	Visa requirements*	42
1.05	Openness of bilateral Air Service Agreements*	65
1.06	Transparency of government policymaking	**5**
1.07	Time required to start a business*	80
1.08	Cost to start a business*	25
1.09	GATS commitments*	75

2nd pillar: Environmental sustainability

2.01	Stringency of environmental regulation	**4**
2.02	Enforcement of environmental regulation	**3**
2.03	Sustainability of T&T industry development	**9**
2.04	Carbon dioxide emissions*	80
2.05	Particulate matter concentration*	43
2.06	Threatened species*	**6**
2.07	Environmental treaty ratification*	16

3rd pillar: Safety and security

3.01	Business costs of terrorism	26
3.02	Reliability of police services	**6**
3.03	Business costs of crime and violence	12
3.04	Road traffic accidents*	**5**

4th pillar: Health and hygiene

4.01	Physician density*	**6**
4.02	Access to improved sanitation*	**1**
4.03	Access to improved drinking water*	**1**
4.04	Hospital beds*	29

5th pillar: Prioritization of Travel & Tourism

5.01	Government prioritization of the T&T industry	21
5.02	T&T government expenditure*	19
5.03	Effectiveness of marketing and branding	**7**
5.04	Comprehensiveness of annual T&T data*	75
5.05	Timeliness of providing monthly/quarterly T&T data*	12

6th pillar: Air transport infrastructure

6.01	Quality of air transport infrastructure	**5**
6.02	Available seat kilometers, domestic*	56
6.03	Available seat kilometers, international*	25
6.04	Departures per 1,000 population*	17
6.05	Airport density*	52
6.06	Number of operating airlines*	**10**
6.07	International air transport network	**6**

7th pillar: Ground transport infrastructure

7.01	Quality of roads	**3**
7.02	Quality of railroad infrastructure	**1**
7.03	Quality of port infrastructure	35
7.04	Quality of ground transport network	**1**
7.05	Road density*	15

8th pillar: Tourism infrastructure

	INDICATOR	RANK/139
8.01	Hotel rooms*	**9**
8.02	Presence of major car rental companies*	40
8.03	ATMs accepting Visa cards*	13

9th pillar: ICT infrastructure

9.01	Extent of business Internet use	15
9.02	Internet users*	**10**
9.03	Telephone lines*	**2**
9.04	Broadband Internet subscribers*	**3**
9.05	Mobile telephone subscribers*	35

10th pillar: Price competitiveness in the T&T industry

10.01	Ticket taxes and airport charges*	101
10.02	Purchasing power parity*	136
10.03	Extent and effect of taxation	**10**
10.04	Fuel price levels*	97
10.05	Hotel price index*	100

11th pillar: Human resources

11.01	Primary education enrollment*	65
11.02	Secondary education enrollment*	42
11.03	Quality of the educational system	**2**
11.04	Local availability of research and training services	**1**
11.05	Extent of staff training	**2**
11.06	Hiring and firing practices	**4**
11.07	Ease of hiring foreign labor	**10**
11.08	HIV prevalence*	79
11.09	Business impact of HIV/AIDS	13
11.10	Life expectancy*	**2**

12th pillar: Affinity for Travel & Tourism

12.01	Tourism openness*	68
12.02	Attitude of population toward foreign visitors	19
12.03	Extension of business trips recommended	15

13th pillar: Natural resources

13.01	Number of World Heritage natural sites*	17
13.02	Protected areas*	18
13.03	Quality of the natural environment	**5**
13.04	Total known species*	100

14th pillar: Cultural resources

14.01	Number of World Heritage cultural sites*	38
14.02	Sports stadiums*	17
14.03	Number of international fairs and exhibitions*	13
14.04	Creative industries exports*	**9**

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Syria

Key indicators

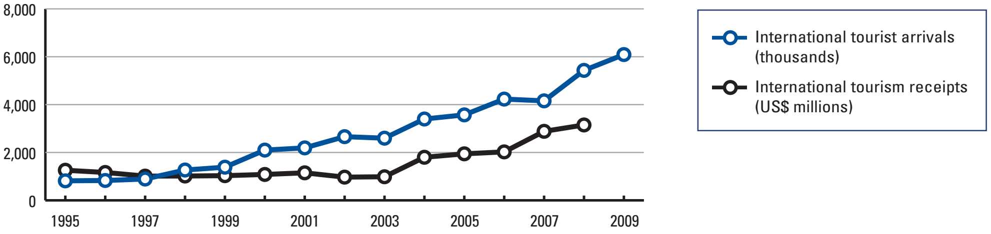
Population (millions), 2009	21.1
Surface area (1,000 square kilometers)	185.2
Gross domestic product (US$ billions), 2009	52.6
Gross domestic product (PPP, US$) per capita, 2009	4,938.9
Real GDP growth (percent), 2009	4.0
Environmental Performance Index, 2010 (out of 163 economies)	56

Travel & Tourism indicators

T&T industry, 2010 estimates		Percent of total	2011–2020 annual growth (%, forecast)
GDP (US$ millions)	2,358	5.2	2.9
Employment (1,000 jobs)	365	5.8	2.9
T&T economy, 2010 estimates			
GDP (US$ millions)	5,497	12.1	3.3
Employment (1,000 jobs)	792	12.5	3.3

Source: World Travel & Tourism Council, TSA Research 2010

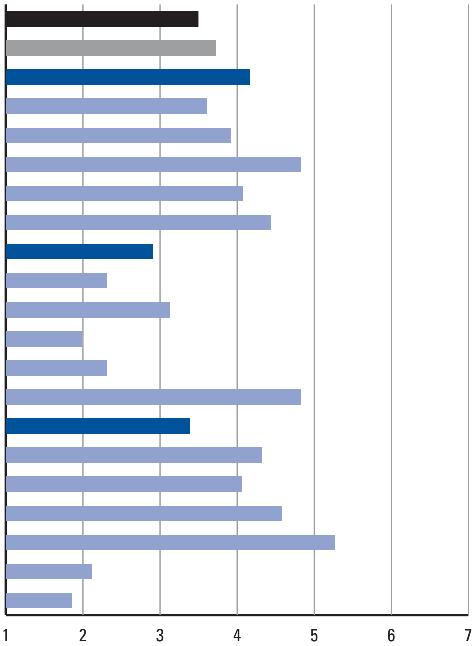
International tourist arrivals (thousands), 2009	6,091.9
International tourism receipts (US$ millions), 2008	3,150.0



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**105**	**3.5**
2009 Index	85	3.7
T&T regulatory framework	**101**	**4.2**
Policy rules and regulations	123	3.6
Environmental sustainability	126	3.9
Safety and security	69	4.8
Health and hygiene	90	4.1
Prioritization of Travel & Tourism	79	4.4
T&T business environment and infrastructure	**109**	**2.9**
Air transport infrastructure	110	2.3
Ground transport infrastructure	92	3.1
Tourism infrastructure	115	2.0
ICT infrastructure	106	2.3
Price competitiveness in the T&T industry	51	4.8
T&T human, cultural, and natural resources	**113**	**3.4**
Human resources	108	4.3
Education and training	104	4.1
Availability of qualified labor	116	4.6
Affinity for Travel & Tourism	23	5.3
Natural resources	128	2.1
Cultural resources	88	1.8



Note: For descriptions of variables and detailed sources, please refer to “How to the Read Country/Economy Profiles.”

Syria

The Travel & Tourism Competitiveness Index in detail

1st pillar: Policy rules and regulations

	INDICATOR	RANK/139
1.01	Prevalence of foreign ownership	137
1.02	Property rights	62
1.03	Business impact of rules on FDI	114
1.04	Visa requirements*	113
1.05	Openness of bilateral Air Service Agreements*	87
1.06	Transparency of government policymaking	133
1.07	Time required to start a business*	**50**
1.08	Cost to start a business*	109
1.09	GATS commitments*	n/a

2nd pillar: Environmental sustainability

2.01	Stringency of environmental regulation	112
2.02	Enforcement of environmental regulation	123
2.03	Sustainability of T&T industry development	99
2.04	Carbon dioxide emissions*	66
2.05	Particulate matter concentration*	114
2.06	Threatened species*	106
2.07	Environmental treaty ratification*	65

3rd pillar: Safety and security

3.01	Business costs of terrorism	**6**
3.02	Reliability of police services	94
3.03	Business costs of crime and violence	**1**
3.04	Road traffic accidents*	118

4th pillar: Health and hygiene

4.01	Physician density*	103
4.02	Access to improved sanitation*	**46**
4.03	Access to improved drinking water*	86
4.04	Hospital beds*	96

5th pillar: Prioritization of Travel & Tourism

5.01	Government prioritization of the T&T industry	67
5.02	T&T government expenditure*	73
5.03	Effectiveness of marketing and branding	88
5.04	Comprehensiveness of annual T&T data*	**36**
5.05	Timeliness of providing monthly/quarterly T&T data*	89

6th pillar: Air transport infrastructure

6.01	Quality of air transport infrastructure	126
6.02	Available seat kilometers, domestic*	66
6.03	Available seat kilometers, international*	80
6.04	Departures per 1,000 population*	93
6.05	Airport density*	114
6.06	Number of operating airlines*	**42**
6.07	International air transport network	122

7th pillar: Ground transport infrastructure

7.01	Quality of roads	85
7.02	Quality of railroad infrastructure	66
7.03	Quality of port infrastructure	117
7.04	Quality of ground transport network	59
7.05	Road density*	81

8th pillar: Tourism infrastructure

	INDICATOR	RANK/139
8.01	Hotel rooms*	107
8.02	Presence of major car rental companies*	95
8.03	ATMs accepting Visa cards*	133

9th pillar: ICT infrastructure

9.01	Extent of business Internet use	137
9.02	Internet users*	90
9.03	Telephone lines*	73
9.04	Broadband Internet subscribers*	110
9.05	Mobile telephone subscribers*	117

10th pillar: Price competitiveness in the T&T industry

10.01	Ticket taxes and airport charges*	**50**
10.02	Purchasing power parity*	53
10.03	Extent and effect of taxation	67
10.04	Fuel price levels*	**43**
10.05	Hotel price index*	90

11th pillar: Human resources

11.01	Primary education enrollment*	61
11.02	Secondary education enrollment*	96
11.03	Quality of the educational system	109
11.04	Local availability of research and training services	114
11.05	Extent of staff training	139
11.06	Hiring and firing practices	99
11.07	Ease of hiring foreign labor	139
11.08	HIV prevalence*	**1**
11.09	Business impact of HIV/AIDS	**33**
11.10	Life expectancy*	74

12th pillar: Affinity for Travel & Tourism

12.01	Tourism openness*	**36**
12.02	Attitude of population toward foreign visitors	**11**
12.03	Extension of business trips recommended	**11**

13th pillar: Natural resources

13.01	Number of World Heritage natural sites*	75
13.02	Protected areas*	132
13.03	Quality of the natural environment	72
13.04	Total known species*	105

14th pillar: Cultural resources

14.01	Number of World Heritage cultural sites*	53
14.02	Sports stadiums*	103
14.03	Number of international fairs and exhibitions*	125
14.04	Creative industries exports*	60

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Taiwan, China

Key indicators

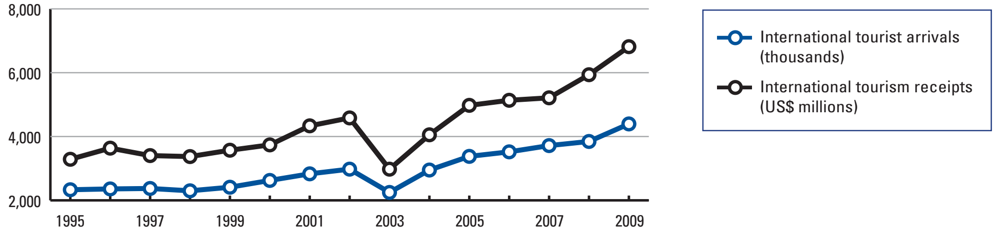
Population (millions), 2009	23.1
Surface area (1,000 square kilometers)	36.2
Gross domestic product (US$ billions), 2009	378.5
Gross domestic product (PPP, US$) per capita, 2009	31,775.9
Real GDP growth (percent), 2009	–1.9
Environmental Performance Index, 2010 (out of 163 economies)	n/a

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	4,113	1.0	3.0
Employment (1,000 jobs)	149	1.4	1.7
T&T economy, 2010 estimates			
GDP (US$ millions)	14,887	3.6	4.2
Employment (1,000 jobs)	444	4.3	2.1

Source: World Travel & Tourism Council, TSA Research 2010

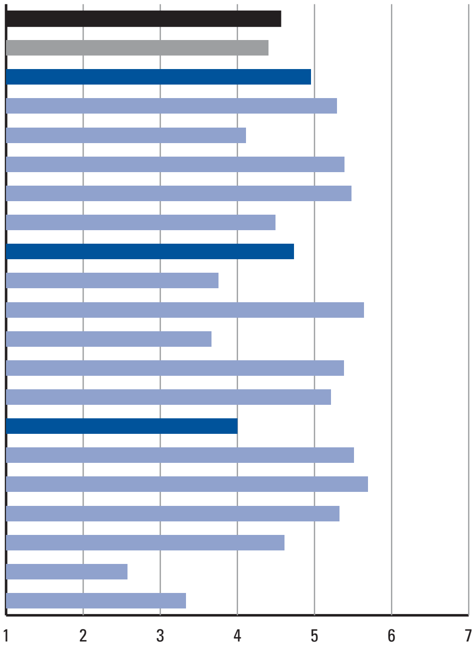
International tourist arrivals (thousands), 2009	4,395.0
International tourism receipts (US$ millions), 2009	6,816.0



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**37**	**4.6**
2009 Index	43	4.4
T&T regulatory framework	**46**	**5.0**
Policy rules and regulations	9	5.3
Environmental sustainability	112	4.1
Safety and security	38	5.4
Health and hygiene	50	5.5
Prioritization of Travel & Tourism	69	4.5
T&T business environment and infrastructure	**31**	**4.7**
Air transport infrastructure	46	3.8
Ground transport infrastructure	14	5.6
Tourism infrastructure	72	3.7
ICT infrastructure	15	5.4
Price competitiveness in the T&T industry	17	5.2
T&T human, cultural, and natural resources	**55**	**4.0**
Human resources	23	5.5
Education and training	19	5.7
Availability of qualified labor	31	5.3
Affinity for Travel & Tourism	68	4.6
Natural resources	100	2.6
Cultural resources	42	3.3



Note: For descriptions of variables and detailed sources, please refer to “How to the Read Country/Economy Profiles.”

Taiwan, China

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	37
1.02	Property rights	**19**
1.03	Business impact of rules on FDI	**20**
1.04	Visa requirements*	98
1.05	Openness of bilateral Air Service Agreements*	n/a
1.06	Transparency of government policymaking	**7**
1.07	Time required to start a business*	62
1.08	Cost to start a business*	40
1.09	GATS commitments*	n/a
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	40
2.02	Enforcement of environmental regulation	40
2.03	Sustainability of T&T industry development	56
2.04	Carbon dioxide emissions*	120
2.05	Particulate matter concentration*	100
2.06	Threatened species*	114
2.07	Environmental treaty ratification*	n/a
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	63
3.02	Reliability of police services	**34**
3.03	Business costs of crime and violence	39
3.04	Road traffic accidents*	77
	4th pillar: Health and hygiene	
4.01	Physician density*	47
4.02	Access to improved sanitation*	n/a
4.03	Access to improved drinking water*	n/a
4.04	Hospital beds*	**19**
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	58
5.02	T&T government expenditure*	114
5.03	Effectiveness of marketing and branding	49
5.04	Comprehensiveness of annual T&T data*	88
5.05	Timeliness of providing monthly/quarterly T&T data*	**12**
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	53
6.02	Available seat kilometers, domestic*	41
6.03	Available seat kilometers, international*	**24**
6.04	Departures per 1,000 population*	n/a
6.05	Airport density*	72
6.06	Number of operating airlines*	55
6.07	International air transport network	**32**
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	**16**
7.02	Quality of railroad infrastructure	**8**
7.03	Quality of port infrastructure	**30**
7.04	Quality of ground transport network	**9**
7.05	Road density*	**30**

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	52
8.02	Presence of major car rental companies*	133
8.03	ATMs accepting Visa cards*	**16**
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	**10**
9.02	Internet users*	**24**
9.03	Telephone lines*	**1**
9.04	Broadband Internet subscribers*	**29**
9.05	Mobile telephone subscribers*	43
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	**17**
10.02	Purchasing power parity*	52
10.03	Extent and effect of taxation	**25**
10.04	Fuel price levels*	**24**
10.05	Hotel price index*	68
	11th pillar: Human resources	
11.01	Primary education enrollment*	**31**
11.02	Secondary education enrollment*	**30**
11.03	Quality of the educational system	**17**
11.04	Local availability of research and training services	**21**
11.05	Extent of staff training	**31**
11.06	Hiring and firing practices	**26**
11.07	Ease of hiring foreign labor	125
11.08	HIV prevalence*	48
11.09	Business impact of HIV/AIDS	49
11.10	Life expectancy*	**27**
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	86
12.02	Attitude of population toward foreign visitors	68
12.03	Extension of business trips recommended	57
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	75
13.02	Protected areas*	89
13.03	Quality of the natural environment	63
13.04	Total known species*	70
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	122
14.02	Sports stadiums*	69
14.03	Number of international fairs and exhibitions*	**33**
14.04	Creative industries exports*	**27**

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Tajikistan

Key indicators

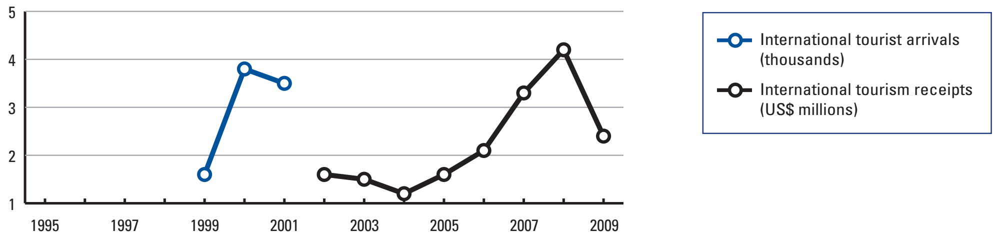
Population (millions), 2009	7.0
Surface area (1,000 square kilometers)	142.6
Gross domestic product (US$ billions), 2009	5.0
Gross domestic product (PPP, US$) per capita, 2009	1,827.1
Real GDP growth (percent), 2009	3.4
Environmental Performance Index, 2010 (out of 163 economies)	111

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	n/a	n/a	n/a
Employment (1,000 jobs)	n/a	n/a	n/a
T&T economy, 2010 estimates			
GDP (US$ millions)	n/a	n/a	n/a
Employment (1,000 jobs)	n/a	n/a	n/a

Source: World Travel & Tourism Council, TSA Research 2010

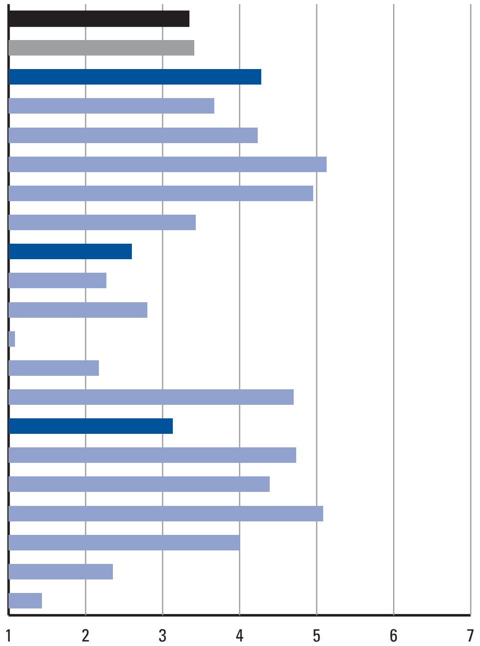
International tourist arrivals (thousands), 2001	3.5
International tourism receipts (US$ millions), 2009	2.4



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**118**	**3.3**
2009 Index	109	3.4
T&T regulatory framework	**88**	**4.3**
Policy rules and regulations	119	3.7
Environmental sustainability	90	4.2
Safety and security	55	5.1
Health and hygiene	63	4.9
Prioritization of Travel & Tourism	122	3.4
T&T business environment and infrastructure	**130**	**2.6**
Air transport infrastructure	117	2.3
Ground transport infrastructure	117	2.8
Tourism infrastructure	138	1.1
ICT infrastructure	110	2.2
Price competitiveness in the T&T industry	58	4.7
T&T human, cultural, and natural resources	**128**	**3.1**
Human resources	82	4.7
Education and training	85	4.4
Availability of qualified labor	70	5.1
Affinity for Travel & Tourism	128	4.0
Natural resources	115	2.4
Cultural resources	120	1.4



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Tajikistan

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	128
1.02	Property rights	97
1.03	Business impact of rules on FDI	107
1.04	Visa requirements*	126
1.05	Openness of bilateral Air Service Agreements*	n/a
1.06	Transparency of government policymaking	101
1.07	Time required to start a business*	90
1.08	Cost to start a business*	108
1.09	GATS commitments*	n/a
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	107
2.02	Enforcement of environmental regulation	84
2.03	Sustainability of T&T industry development	78
2.04	Carbon dioxide emissions*	**36**
2.05	Particulate matter concentration*	93
2.06	Threatened species*	63
2.07	Environmental treaty ratification*	133
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	64
3.02	Reliability of police services	88
3.03	Business costs of crime and violence	**36**
3.04	Road traffic accidents*	56
	4th pillar: Health and hygiene	
4.01	Physician density*	55
4.02	Access to improved sanitation*	56
4.03	Access to improved drinking water*	118
4.04	Hospital beds*	**24**
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	87
5.02	T&T government expenditure*	n/a
5.03	Effectiveness of marketing and branding	111
5.04	Comprehensiveness of annual T&T data*	137
5.05	Timeliness of providing monthly/quarterly T&T data*	123
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	107
6.02	Available seat kilometers, domestic*	97
6.03	Available seat kilometers, international*	99
6.04	Departures per 1,000 population*	87
6.05	Airport density*	92
6.06	Number of operating airlines*	84
6.07	International air transport network	107
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	102
7.02	Quality of railroad infrastructure	51
7.03	Quality of port infrastructure	137
7.04	Quality of ground transport network	94
7.05	Road density*	87

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	137
8.02	Presence of major car rental companies*	133
8.03	ATMs accepting Visa cards*	112
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	114
9.02	Internet users*	102
9.03	Telephone lines*	108
9.04	Broadband Internet subscribers*	119
9.05	Mobile telephone subscribers*	97
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	120
10.02	Purchasing power parity*	**5**
10.03	Extent and effect of taxation	78
10.04	Fuel price levels*	60
10.05	Hotel price index*	n/a
	11th pillar: Human resources	
11.01	Primary education enrollment*	**35**
11.02	Secondary education enrollment*	77
11.03	Quality of the educational system	113
11.04	Local availability of research and training services	121
11.05	Extent of staff training	118
11.06	Hiring and firing practices	54
11.07	Ease of hiring foreign labor	**37**
11.08	HIV prevalence*	56
11.09	Business impact of HIV/AIDS	104
11.10	Life expectancy*	100
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	139
12.02	Attitude of population toward foreign visitors	53
12.03	Extension of business trips recommended	113
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	75
13.02	Protected areas*	107
13.03	Quality of the natural environment	62
13.04	Total known species*	102
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	89
14.02	Sports stadiums*	113
14.03	Number of international fairs and exhibitions*	132
14.04	Creative industries exports*	n/a

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Tanzania

Key indicators

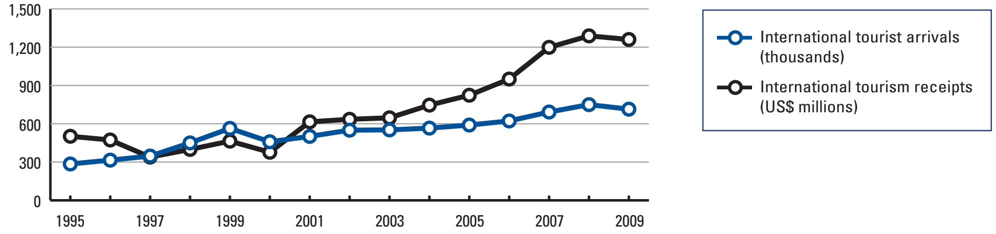
Population (millions), 2009	43.7
Surface area (1,000 square kilometers)	947.3
Gross domestic product (US$ billions), 2009	21.3
Gross domestic product (PPP, US$) per capita, 2009	1,421.5
Real GDP growth (percent), 2009	6.0
Environmental Performance Index, 2010 (out of 163 economies)	126

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	730	3.3	5.8
Employment (1,000 jobs)	253	2.6	2.2
T&T economy, 2010 estimates			
GDP (US$ millions)	1,760	8.0	5.9
Employment (1,000 jobs)	624	6.3	2.2

Source: World Travel & Tourism Council, TSA Research 2010

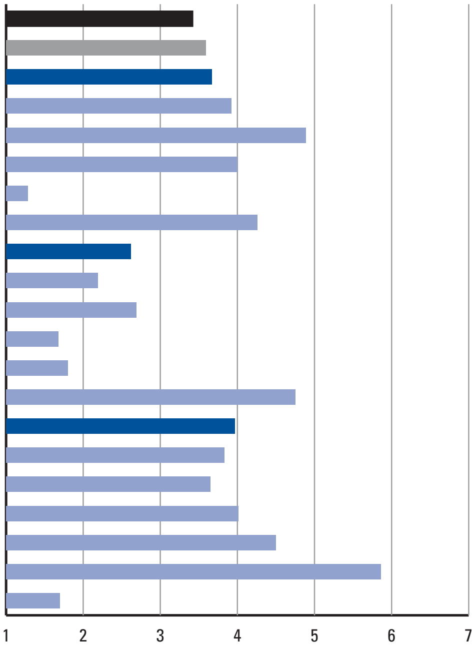
International tourist arrivals (thousands), 2009	714.4
International tourism receipts (US$ millions), 2009	1,260.1



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**110**	**3.4**
2009 Index	98	3.6
T&T regulatory framework	**121**	**3.7**
Policy rules and regulations	97	3.9
Environmental sustainability	43	4.9
Safety and security	115	4.0
Health and hygiene	134	1.3
Prioritization of Travel & Tourism	90	4.3
T&T business environment and infrastructure	**127**	**2.6**
Air transport infrastructure	121	2.2
Ground transport infrastructure	123	2.7
Tourism infrastructure	125	1.7
ICT infrastructure	130	1.8
Price competitiveness in the T&T industry	56	4.8
T&T human, cultural, and natural resources	**56**	**4.0**
Human resources	125	3.8
Education and training	120	3.7
Availability of qualified labor	128	4.0
Affinity for Travel & Tourism	80	4.5
Natural resources	2	5.9
Cultural resources	101	1.7



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Tanzania

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	95
1.02	Property rights	104
1.03	Business impact of rules on FDI	89
1.04	Visa requirements*	92
1.05	Openness of bilateral Air Service Agreements*	112
1.06	Transparency of government policymaking	85
1.07	Time required to start a business*	95
1.08	Cost to start a business*	103
1.09	GATS commitments*	61
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	82
2.02	Enforcement of environmental regulation	68
2.03	Sustainability of T&T industry development	65
2.04	Carbon dioxide emissions*	**12**
2.05	Particulate matter concentration*	**42**
2.06	Threatened species*	112
2.07	Environmental treaty ratification*	**30**
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	85
3.02	Reliability of police services	84
3.03	Business costs of crime and violence	76
3.04	Road traffic accidents*	123
	4th pillar: Health and hygiene	
4.01	Physician density*	138
4.02	Access to improved sanitation*	125
4.03	Access to improved drinking water*	129
4.04	Hospital beds*	112
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	95
5.02	T&T government expenditure*	**30**
5.03	Effectiveness of marketing and branding	74
5.04	Comprehensiveness of annual T&T data*	88
5.05	Timeliness of providing monthly/quarterly T&T data*	109
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	118
6.02	Available seat kilometers, domestic*	55
6.03	Available seat kilometers, international*	92
6.04	Departures per 1,000 population*	115
6.05	Airport density*	99
6.06	Number of operating airlines*	79
6.07	International air transport network	110
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	104
7.02	Quality of railroad infrastructure	72
7.03	Quality of port infrastructure	119
7.04	Quality of ground transport network	120
7.05	Road density*	117

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	115
8.02	Presence of major car rental companies*	112
8.03	ATMs accepting Visa cards*	126
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	122
9.02	Internet users*	133
9.03	Telephone lines*	134
9.04	Broadband Internet subscribers*	133
9.05	Mobile telephone subscribers*	123
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	76
10.02	Purchasing power parity*	**9**
10.03	Extent and effect of taxation	65
10.04	Fuel price levels*	69
10.05	Hotel price index*	86
	11th pillar: Human resources	
11.01	Primary education enrollment*	**46**
11.02	Secondary education enrollment*	133
11.03	Quality of the educational system	99
11.04	Local availability of research and training services	107
11.05	Extent of staff training	106
11.06	Hiring and firing practices	88
11.07	Ease of hiring foreign labor	103
11.08	HIV prevalence*	128
11.09	Business impact of HIV/AIDS	125
11.10	Life expectancy*	124
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	**22**
12.02	Attitude of population toward foreign visitors	128
12.03	Extension of business trips recommended	124
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	**10**
13.02	Protected areas*	**12**
13.03	Quality of the natural environment	70
13.04	Total known species*	**12**
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	62
14.02	Sports stadiums*	116
14.03	Number of international fairs and exhibitions*	69
14.04	Creative industries exports*	79

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Thailand

Key indicators

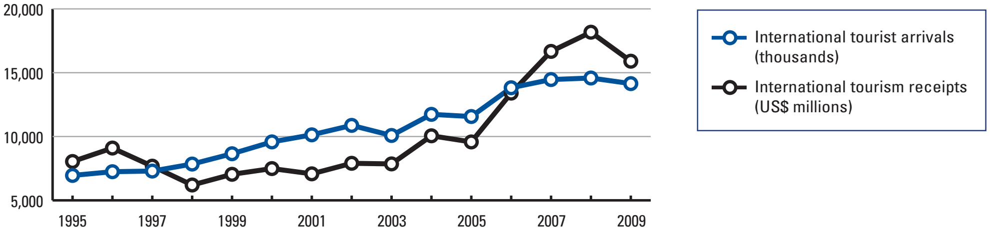
Population (millions), 2009	67.8
Surface area (1,000 square kilometers)	513.1
Gross domestic product (US$ billions), 2009	264.0
Gross domestic product (PPP, US$) per capita, 2009	8,050.9
Real GDP growth (percent), 2009	–2.2
Environmental Performance Index, 2010 (out of 163 economies)	67

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	17,159	6.2	7.3
Employment (1,000 jobs)	1,877	4.9	3.5
T&T economy, 2010 estimates			
GDP (US$ millions)	38,357	13.9	7.9
Employment (1,000 jobs)	4,000	10.4	4.1

Source: World Travel & Tourism Council, TSA Research 2010

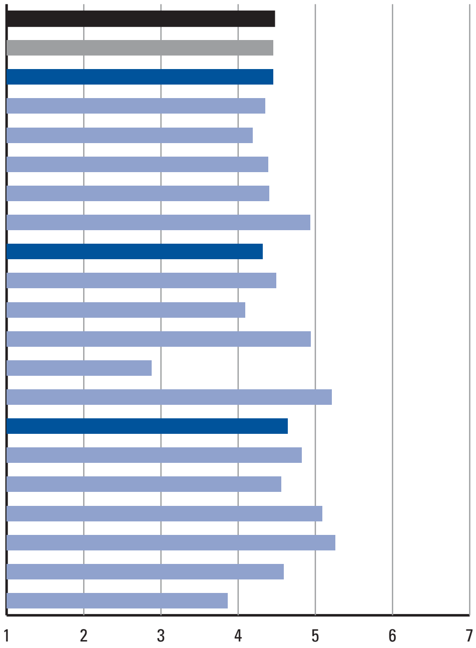
International tourist arrivals (thousands), 2009	14,145.9
International tourism receipts (US$ millions), 2009	15,901.2



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**41**	**4.5**
2009 Index	39	4.4
T&T regulatory framework	**77**	**4.5**
Policy rules and regulations	76	4.4
Environmental sustainability	97	4.2
Safety and security	94	4.4
Health and hygiene	80	4.4
Prioritization of Travel & Tourism	38	4.9
T&T business environment and infrastructure	**43**	**4.3**
Air transport infrastructure	23	4.5
Ground transport infrastructure	56	4.1
Tourism infrastructure	40	4.9
ICT infrastructure	81	2.9
Price competitiveness in the T&T industry	15	5.2
T&T human, cultural, and natural resources	**21**	**4.6**
Human resources	74	4.8
Education and training	76	4.6
Availability of qualified labor	67	5.1
Affinity for Travel & Tourism	24	5.3
Natural resources	21	4.6
Cultural resources	32	3.9



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Thailand

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	60
1.02	Property rights	89
1.03	Business impact of rules on FDI	**39**
1.04	Visa requirements*	79
1.05	Openness of bilateral Air Service Agreements*	62
1.06	Transparency of government policymaking	63
1.07	Time required to start a business*	102
1.08	Cost to start a business*	50
1.09	GATS commitments*	85
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	63
2.02	Enforcement of environmental regulation	63
2.03	Sustainability of T&T industry development	**39**
2.04	Carbon dioxide emissions*	72
2.05	Particulate matter concentration*	110
2.06	Threatened species*	111
2.07	Environmental treaty ratification*	108
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	120
3.02	Reliability of police services	87
3.03	Business costs of crime and violence	82
3.04	Road traffic accidents*	81
	4th pillar: Health and hygiene	
4.01	Physician density*	108
4.02	Access to improved sanitation*	46
4.03	Access to improved drinking water*	51
4.04	Hospital beds*	76
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	**16**
5.02	T&T government expenditure*	85
5.03	Effectiveness of marketing and branding	**20**
5.04	Comprehensiveness of annual T&T data*	111
5.05	Timeliness of providing monthly/quarterly T&T data*	**12**
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	**28**
6.02	Available seat kilometers, domestic*	**19**
6.03	Available seat kilometers, international*	**12**
6.04	Departures per 1,000 population*	78
6.05	Airport density*	91
6.06	Number of operating airlines*	**14**
6.07	International air transport network	**22**
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	**36**
7.02	Quality of railroad infrastructure	57
7.03	Quality of port infrastructure	43
7.04	Quality of ground transport network	41
7.05	Road density*	63

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	53
8.02	Presence of major car rental companies*	**40**
8.03	ATMs accepting Visa cards*	**31**
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	56
9.02	Internet users*	83
9.03	Telephone lines*	91
9.04	Broadband Internet subscribers*	89
9.05	Mobile telephone subscribers*	65
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	48
10.02	Purchasing power parity*	**36**
10.03	Extent and effect of taxation	53
10.04	Fuel price levels*	46
10.05	Hotel price index*	**8**
	11th pillar: Human resources	
11.01	Primary education enrollment*	94
11.02	Secondary education enrollment*	95
11.03	Quality of the educational system	66
11.04	Local availability of research and training services	69
11.05	Extent of staff training	62
11.06	Hiring and firing practices	**31**
11.07	Ease of hiring foreign labor	85
11.08	HIV prevalence*	114
11.09	Business impact of HIV/AIDS	106
11.10	Life expectancy*	87
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	**35**
12.02	Attitude of population toward foreign visitors	**8**
12.03	Extension of business trips recommended	**17**
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	**24**
13.02	Protected areas*	**30**
13.03	Quality of the natural environment	76
13.04	Total known species*	**17**
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	73
14.02	Sports stadiums*	106
14.03	Number of international fairs and exhibitions*	**30**
14.04	Creative industries exports*	**19**

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Timor-Leste

Key indicators

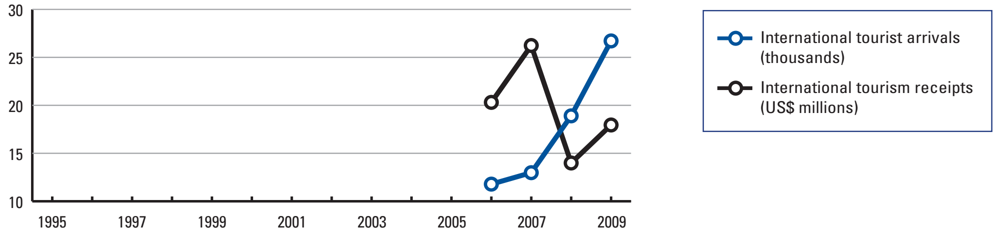
Population (millions), 2009	1.1
Surface area (1,000 square kilometers)	14.9
Gross domestic product (US$ billions), 2009	0.6
Gross domestic product (PPP, US$) per capita, 2009	2,522.3
Real GDP growth (percent), 2009	11.6
Environmental Performance Index, 2010 (out of 163 economies)	n/a

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	n/a	n/a	n/a
Employment (1,000 jobs)	n/a	n/a	n/a
T&T economy, 2010 estimates			
GDP (US$ millions)	n/a	n/a	n/a
Employment (1,000 jobs)	n/a	n/a	n/a

Source: World Travel & Tourism Council, TSA Research 2010

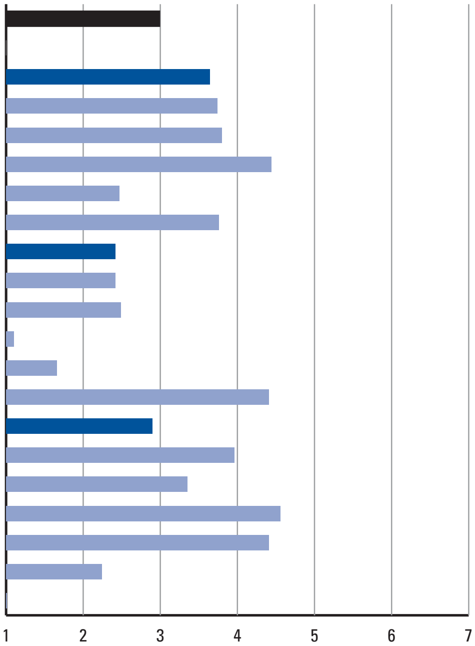
International tourist arrivals (thousands), 2009	26.7
International tourism receipts (US$ millions), 2009	18.0



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**134**	**3.0**
2009 Index	n/a	n/a
T&T regulatory framework	**123**	**3.6**
Policy rules and regulations	111	3.7
Environmental sustainability	132	3.8
Safety and security	89	4.4
Health and hygiene	117	2.5
Prioritization of Travel & Tourism	112	3.8
T&T business environment and infrastructure	**138**	**2.4**
Air transport infrastructure	104	2.4
Ground transport infrastructure	130	2.5
Tourism infrastructure	137	1.1
ICT infrastructure	136	1.7
Price competitiveness in the T&T industry	85	4.4
T&T human, cultural, and natural resources	**134**	**2.9**
Human resources	118	4.0
Education and training	126	3.4
Availability of qualified labor	118	4.6
Affinity for Travel & Tourism	96	4.4
Natural resources	122	2.2
Cultural resources	139	1.0



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Timor-Leste

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	77
1.02	Property rights	131
1.03	Business impact of rules on FDI	104
1.04	Visa requirements*	**12**
1.05	Openness of bilateral Air Service Agreements*	n/a
1.06	Transparency of government policymaking	131
1.07	Time required to start a business*	131
1.08	Cost to start a business*	90
1.09	GATS commitments*	n/a
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	129
2.02	Enforcement of environmental regulation	113
2.03	Sustainability of T&T industry development	110
2.04	Carbon dioxide emissions*	**13**
2.05	Particulate matter concentration*	n/a
2.06	Threatened species*	51
2.07	Environmental treaty ratification*	136
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	106
3.02	Reliability of police services	93
3.03	Business costs of crime and violence	109
3.04	Road traffic accidents*	68
	4th pillar: Health and hygiene	
4.01	Physician density*	123
4.02	Access to improved sanitation*	106
4.03	Access to improved drinking water*	119
4.04	Hospital beds*	n/a
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	117
5.02	T&T government expenditure*	n/a
5.03	Effectiveness of marketing and branding	112
5.04	Comprehensiveness of annual T&T data*	133
5.05	Timeliness of providing monthly/quarterly T&T data*	102
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	134
6.02	Available seat kilometers, domestic*	103
6.03	Available seat kilometers, international*	125
6.04	Departures per 1,000 population*	n/a
6.05	Airport density*	**24**
6.06	Number of operating airlines*	122
6.07	International air transport network	135
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	132
7.02	Quality of railroad infrastructure	n/a
7.03	Quality of port infrastructure	134
7.04	Quality of ground transport network	138
7.05	Road density*	n/a
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	117
8.02	Presence of major car rental companies*	133
8.03	ATMs accepting Visa cards*	125
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	133
9.02	Internet users*	139
9.03	Telephone lines*	139
9.04	Broadband Internet subscribers*	134
9.05	Mobile telephone subscribers*	129
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	n/a
10.02	Purchasing power parity*	79
10.03	Extent and effect of taxation	**16**
10.04	Fuel price levels*	85
10.05	Hotel price index*	n/a
	11th pillar: Human resources	
11.01	Primary education enrollment*	123
11.02	Secondary education enrollment*	113
11.03	Quality of the educational system	114
11.04	Local availability of research and training services	136
11.05	Extent of staff training	126
11.06	Hiring and firing practices	101
11.07	Ease of hiring foreign labor	86
11.08	HIV prevalence*	**48**
11.09	Business impact of HIV/AIDS	110
11.10	Life expectancy*	111
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	**20**
12.02	Attitude of population toward foreign visitors	133
12.03	Extension of business trips recommended	133
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	75
13.02	Protected areas*	86
13.03	Quality of the natural environment	87
13.04	Total known species*	126
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	122
14.02	Sports stadiums*	136
14.03	Number of international fairs and exhibitions*	n/a
14.04	Creative industries exports*	123

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Trinidad and Tobago

Key indicators

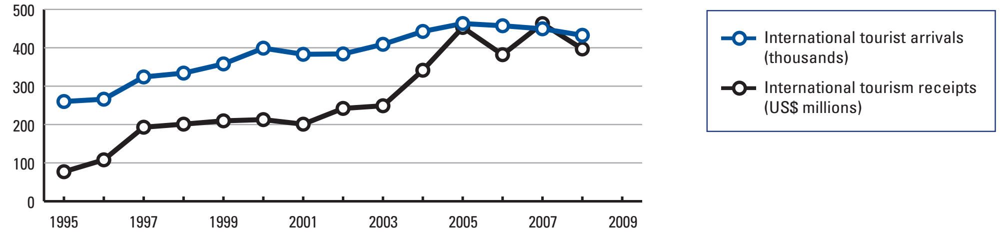
Population (millions), 2009	1.3
Surface area (1,000 square kilometers)	5.1
Gross domestic product (US$ billions), 2009	19.6
Gross domestic product (PPP, US$) per capita, 2009	n/a
Real GDP growth (percent), 2009	–3.5
Environmental Performance Index, 2010 (out of 163 economies)	103

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	876	3.8	4.7
Employment (1,000 jobs)	33	5.2	1.8
T&T economy, 2010 estimates			
GDP (US$ millions)	2,498	10.9	6.3
Employment (1,000 jobs)	95	15.1	3.1

Source: World Travel & Tourism Council, TSA Research 2010

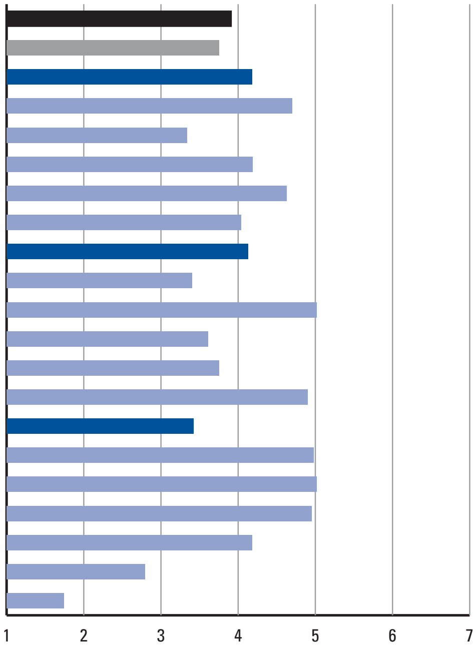
International tourist arrivals (thousands), 2008	432.6
International tourism receipts (US$ millions), 2008	397.0



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**79**	**3.9**
2009 Index	84	3.7
T&T regulatory framework	**100**	**4.2**
Policy rules and regulations	42	4.7
Environmental sustainability	137	3.3
Safety and security	103	4.2
Health and hygiene	72	4.6
Prioritization of Travel & Tourism	103	4.0
T&T business environment and infrastructure	**51**	**4.1**
Air transport infrastructure	57	3.4
Ground transport infrastructure	27	5.0
Tourism infrastructure	73	3.6
ICT infrastructure	50	3.7
Price competitiveness in the T&T industry	42	4.9
T&T human, cultural, and natural resources	**111**	**3.4**
Human resources	58	5.0
Education and training	46	5.0
Availability of qualified labor	84	4.9
Affinity for Travel & Tourism	119	4.2
Natural resources	88	2.8
Cultural resources	100	1.7



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Trinidad and Tobago

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	70
1.02	Property rights	75
1.03	Business impact of rules on FDI	52
1.04	Visa requirements*	**33**
1.05	Openness of bilateral Air Service Agreements*	**44**
1.06	Transparency of government policymaking	81
1.07	Time required to start a business*	117
1.08	Cost to start a business*	**11**
1.09	GATS commitments*	**2**
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	102
2.02	Enforcement of environmental regulation	116
2.03	Sustainability of T&T industry development	101
2.04	Carbon dioxide emissions*	133
2.05	Particulate matter concentration*	126
2.06	Threatened species*	**18**
2.07	Environmental treaty ratification*	**46**
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	89
3.02	Reliability of police services	107
3.03	Business costs of crime and violence	131
3.04	Road traffic accidents*	67
	4th pillar: Health and hygiene	
4.01	Physician density*	83
4.02	Access to improved sanitation*	59
4.03	Access to improved drinking water*	68
4.04	Hospital beds*	70
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	115
5.02	T&T government expenditure*	**33**
5.03	Effectiveness of marketing and branding	103
5.04	Comprehensiveness of annual T&T data*	75
5.05	Timeliness of providing monthly/quarterly T&T data*	108
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	**40**
6.02	Available seat kilometers, domestic*	74
6.03	Available seat kilometers, international*	88
6.04	Departures per 1,000 population*	**33**
6.05	Airport density*	**32**
6.06	Number of operating airlines*	108
6.07	International air transport network	**39**
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	64
7.02	Quality of railroad infrastructure	n/a
7.03	Quality of port infrastructure	66
7.04	Quality of ground transport network	56
7.05	Road density*	**21**

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	59
8.02	Presence of major car rental companies*	64
8.03	ATMs accepting Visa cards*	72
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	74
9.02	Internet users*	51
9.03	Telephone lines*	58
9.04	Broadband Internet subscribers*	**50**
9.05	Mobile telephone subscribers*	**18**
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	65
10.02	Purchasing power parity*	80
10.03	Extent and effect of taxation	**26**
10.04	Fuel price levels*	**9**
10.05	Hotel price index*	104
	11th pillar: Human resources	
11.01	Primary education enrollment*	79
11.02	Secondary education enrollment*	65
11.03	Quality of the educational system	**30**
11.04	Local availability of research and training services	59
11.05	Extent of staff training	51
11.06	Hiring and firing practices	69
11.07	Ease of hiring foreign labor	76
11.08	HIV prevalence*	117
11.09	Business impact of HIV/AIDS	119
11.10	Life expectancy*	87
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	112
12.02	Attitude of population toward foreign visitors	98
12.03	Extension of business trips recommended	104
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	75
13.02	Protected areas*	66
13.03	Quality of the natural environment	68
13.04	Total known species*	65
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	122
14.02	Sports stadiums*	**35**
14.03	Number of international fairs and exhibitions*	92
14.04	Creative industries exports*	96

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Tunisia

Key indicators

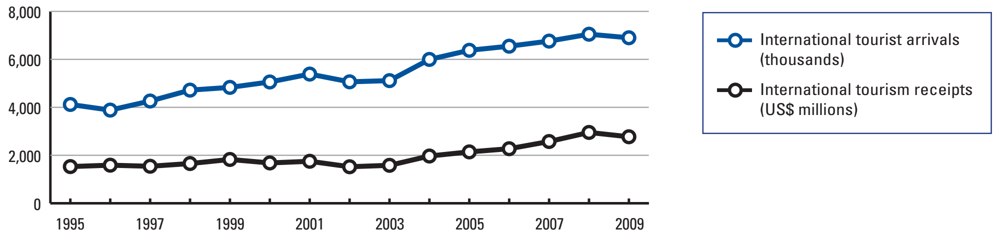
Population (millions), 2009	10.4
Surface area (1,000 square kilometers)	163.6
Gross domestic product (US$ billions), 2009	43.5
Gross domestic product (PPP, US$) per capita, 2009	9,154.1
Real GDP growth (percent), 2009	3.1
Environmental Performance Index, 2010 (out of 163 economies)	74

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	3,873	8.6	4.7
Employment (1,000 jobs)	274	8.5	1.3
T&T economy, 2010 estimates			
GDP (US$ millions)	7,237	16.1	5.0
Employment (1,000 jobs)	491	15.2	1.5

Source: World Travel & Tourism Council, TSA Research 2010

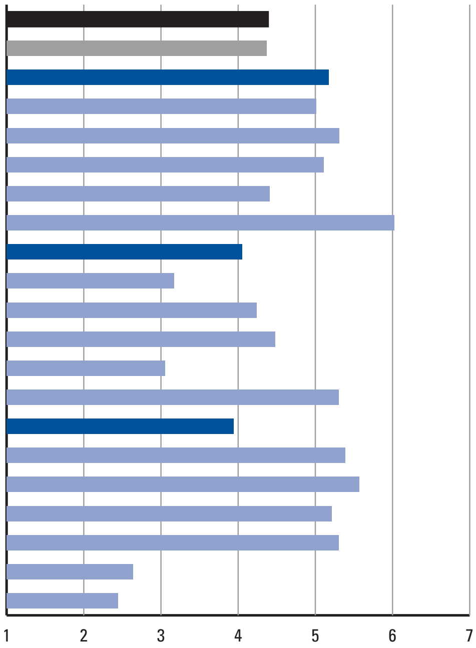
International tourist arrivals (thousands), 2009	6,901.4
International tourism receipts (US$ millions), 2009	2,773.1



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**47**	**4.4**
2009 Index	44	4.4
T&T regulatory framework	**31**	**5.2**
Policy rules and regulations	23	5.0
Environmental sustainability	18	5.3
Safety and security	56	5.1
Health and hygiene	79	4.4
Prioritization of Travel & Tourism	8	6.0
T&T business environment and infrastructure	**54**	**4.0**
Air transport infrastructure	65	3.2
Ground transport infrastructure	48	4.2
Tourism infrastructure	51	4.5
ICT infrastructure	76	3.0
Price competitiveness in the T&T industry	9	5.3
T&T human, cultural, and natural resources	**59**	**3.9**
Human resources	27	5.4
Education and training	23	5.6
Availability of qualified labor	41	5.2
Affinity for Travel & Tourism	19	5.3
Natural resources	95	2.6
Cultural resources	69	2.4



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Tunisia

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	**45**
1.02	Property rights	**31**
1.03	Business impact of rules on FDI	**6**
1.04	Visa requirements*	**16**
1.05	Openness of bilateral Air Service Agreements*	60
1.06	Transparency of government policymaking	**20**
1.07	Time required to start a business*	**44**
1.08	Cost to start a business*	**44**
1.09	GATS commitments*	93
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	**33**
2.02	Enforcement of environmental regulation	**28**
2.03	Sustainability of T&T industry development	**11**
2.04	Carbon dioxide emissions*	61
2.05	Particulate matter concentration*	53
2.06	Threatened species*	81
2.07	Environmental treaty ratification*	65
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	**28**
3.02	Reliability of police services	**29**
3.03	Business costs of crime and violence	**5**
3.04	Road traffic accidents*	126
	4th pillar: Health and hygiene	
4.01	Physician density*	76
4.02	Access to improved sanitation*	75
4.03	Access to improved drinking water*	68
4.04	Hospital beds*	82
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	**4**
5.02	T&T government expenditure*	**18**
5.03	Effectiveness of marketing and branding	**18**
5.04	Comprehensiveness of annual T&T data*	**15**
5.05	Timeliness of providing monthly/quarterly T&T data*	**12**
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	**38**
6.02	Available seat kilometers, domestic*	83
6.03	Available seat kilometers, international*	69
6.04	Departures per 1,000 population*	72
6.05	Airport density*	60
6.06	Number of operating airlines*	57
6.07	International air transport network	**36**
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	**37**
7.02	Quality of railroad infrastructure	**29**
7.03	Quality of port infrastructure	**41**
7.04	Quality of ground transport network	**25**
7.05	Road density*	104

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	**23**
8.02	Presence of major car rental companies*	**40**
8.03	ATMs accepting Visa cards*	85
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	65
9.02	Internet users*	66
9.03	Telephone lines*	86
9.04	Broadband Internet subscribers*	75
9.05	Mobile telephone subscribers*	69
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	59
10.02	Purchasing power parity*	**29**
10.03	Extent and effect of taxation	**14**
10.04	Fuel price levels*	57
10.05	Hotel price index*	**13**
	11th pillar: Human resources	
11.01	Primary education enrollment*	**32**
11.02	Secondary education enrollment*	55
11.03	Quality of the educational system	**20**
11.04	Local availability of research and training services	**27**
11.05	Extent of staff training	**18**
11.06	Hiring and firing practices	52
11.07	Ease of hiring foreign labor	92
11.08	HIV prevalence*	**20**
11.09	Business impact of HIV/AIDS	**16**
11.10	Life expectancy*	**46**
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	**39**
12.02	Attitude of population toward foreign visitors	**7**
12.03	Extension of business trips recommended	**9**
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	**43**
13.02	Protected areas*	125
13.03	Quality of the natural environment	**38**
13.04	Total known species*	94
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	**38**
14.02	Sports stadiums*	70
14.03	Number of international fairs and exhibitions*	67
14.04	Creative industries exports*	62

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Turkey

Key indicators

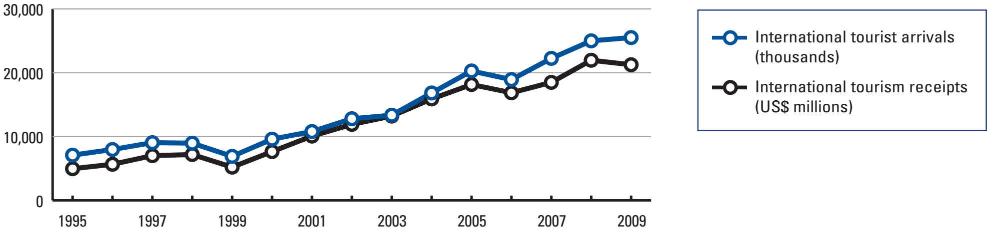
Population (millions), 2009	74.8
Surface area (1,000 square kilometers)	783.6
Gross domestic product (US$ billions), 2009	614.5
Gross domestic product (PPP, US$) per capita, 2009	12,465.9
Real GDP growth (percent), 2009	–4.7
Environmental Performance Index, 2010 (out of 163 economies)	77

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	29,788	4.2	3.9
Employment (1,000 jobs)	448	2.1	2.8
T&T economy, 2010 estimates			
GDP (US$ millions)	69,518	9.7	4.5
Employment (1,000 jobs)	1,389	6.4	2.9

Source: World Travel & Tourism Council, TSA Research 2010

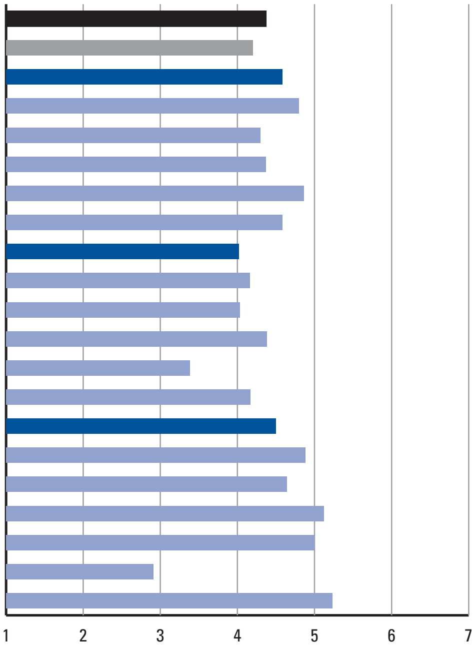
International tourist arrivals (thousands), 2009	25,505.8
International tourism receipts (US$ millions), 2009	21,250.0



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**50**	**4.4**
2009 Index	56	4.2
T&T regulatory framework	**66**	**4.6**
Policy rules and regulations	34	4.8
Environmental sustainability	85	4.3
Safety and security	97	4.4
Health and hygiene	67	4.9
Prioritization of Travel & Tourism	61	4.6
T&T business environment and infrastructure	**55**	**4.0**
Air transport infrastructure	37	4.2
Ground transport infrastructure	60	4.0
Tourism infrastructure	54	4.4
ICT infrastructure	59	3.4
Price competitiveness in the T&T industry	108	4.2
T&T human, cultural, and natural resources	**28**	**4.5**
Human resources	69	4.9
Education and training	70	4.6
Availability of qualified labor	64	5.1
Affinity for Travel & Tourism	35	5.0
Natural resources	81	2.9
Cultural resources	21	5.2



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Turkey

The Travel & Tourism Competitiveness Index in detail

1st pillar: Policy rules and regulations

	INDICATOR	RANK/139
1.01	Prevalence of foreign ownership	86
1.02	Property rights	83
1.03	Business impact of rules on FDI	58
1.04	Visa requirements*	**27**
1.05	Openness of bilateral Air Service Agreements*	**44**
1.06	Transparency of government policymaking	54
1.07	Time required to start a business*	**13**
1.08	Cost to start a business*	86
1.09	GATS commitments*	**12**

2nd pillar: Environmental sustainability

	INDICATOR	RANK/139
2.01	Stringency of environmental regulation	78
2.02	Enforcement of environmental regulation	75
2.03	Sustainability of T&T industry development	73
2.04	Carbon dioxide emissions*	69
2.05	Particulate matter concentration*	78
2.06	Threatened species*	107
2.07	Environmental treaty ratification*	117

3rd pillar: Safety and security

	INDICATOR	RANK/139
3.01	Business costs of terrorism	135
3.02	Reliability of police services	98
3.03	Business costs of crime and violence	86
3.04	Road traffic accidents*	**46**

4th pillar: Health and hygiene

	INDICATOR	RANK/139
4.01	Physician density*	72
4.02	Access to improved sanitation*	66
4.03	Access to improved drinking water*	**40**
4.04	Hospital beds*	67

5th pillar: Prioritization of Travel & Tourism

	INDICATOR	RANK/139
5.01	Government prioritization of the T&T industry	65
5.02	T&T government expenditure*	133
5.03	Effectiveness of marketing and branding	**47**
5.04	Comprehensiveness of annual T&T data*	**1**
5.05	Timeliness of providing monthly/quarterly T&T data*	**6**

6th pillar: Air transport infrastructure

	INDICATOR	RANK/139
6.01	Quality of air transport infrastructure	**44**
6.02	Available seat kilometers, domestic*	**18**
6.03	Available seat kilometers, international*	**20**
6.04	Departures per 1,000 population*	63
6.05	Airport density*	78
6.06	Number of operating airlines*	**13**
6.07	International air transport network	**34**

7th pillar: Ground transport infrastructure

	INDICATOR	RANK/139
7.01	Quality of roads	**46**
7.02	Quality of railroad infrastructure	63
7.03	Quality of port infrastructure	72
7.04	Quality of ground transport network	**23**
7.05	Road density*	52

8th pillar: Tourism infrastructure

	INDICATOR	RANK/139
8.01	Hotel rooms*	65
8.02	Presence of major car rental companies*	**1**
8.03	ATMs accepting Visa cards*	54

9th pillar: ICT infrastructure

	INDICATOR	RANK/139
9.01	Extent of business Internet use	55
9.02	Internet users*	65
9.03	Telephone lines*	60
9.04	Broadband Internet subscribers*	54
9.05	Mobile telephone subscribers*	87

10th pillar: Price competitiveness in the T&T industry

	INDICATOR	RANK/139
10.01	Ticket taxes and airport charges*	**34**
10.02	Purchasing power parity*	77
10.03	Extent and effect of taxation	118
10.04	Fuel price levels*	138
10.05	Hotel price index*	**43**

11th pillar: Human resources

	INDICATOR	RANK/139
11.01	Primary education enrollment*	59
11.02	Secondary education enrollment*	86
11.03	Quality of the educational system	95
11.04	Local availability of research and training services	58
11.05	Extent of staff training	85
11.06	Hiring and firing practices	63
11.07	Ease of hiring foreign labor	95
11.08	HIV prevalence*	**1**
11.09	Business impact of HIV/AIDS	**23**
11.10	Life expectancy*	53

12th pillar: Affinity for Travel & Tourism

	INDICATOR	RANK/139
12.01	Tourism openness*	84
12.02	Attitude of population toward foreign visitors	**27**
12.03	Extension of business trips recommended	**5**

13th pillar: Natural resources

	INDICATOR	RANK/139
13.01	Number of World Heritage natural sites*	**24**
13.02	Protected areas*	118
13.03	Quality of the natural environment	90
13.04	Total known species*	65

14th pillar: Cultural resources

	INDICATOR	RANK/139
14.01	Number of World Heritage cultural sites*	**13**
14.02	Sports stadiums*	81
14.03	Number of international fairs and exhibitions*	**26**
14.04	Creative industries exports*	**16**

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Uganda

Key indicators

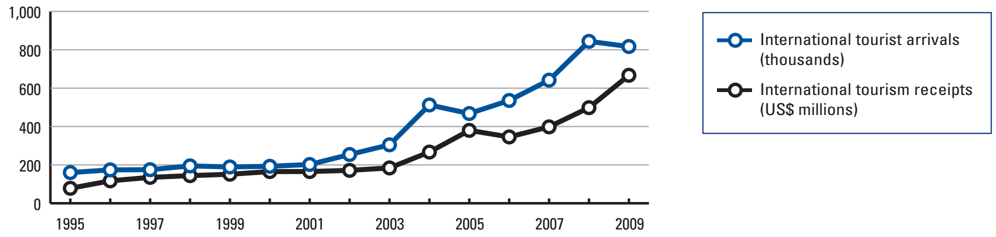
Population (millions), 2009	32.7
Surface area (1,000 square kilometers)	241.0
Gross domestic product (US$ billions), 2009	15.8
Gross domestic product (PPP, US$) per capita, 2009	1,209.7
Real GDP growth (percent), 2009	7.2
Environmental Performance Index, 2010 (out of 163 economies)	119

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	663	3.5	5.7
Employment (1,000 jobs)	180	2.8	2.9
T&T economy, 2010 estimates			
GDP (US$ millions)	1,390	7.4	5.8
Employment (1,000 jobs)	381	5.9	2.9

Source: World Travel & Tourism Council, TSA Research 2010

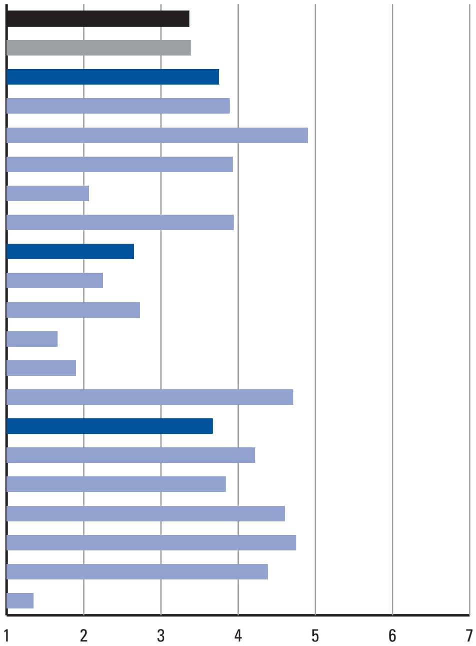
International tourist arrivals (thousands), 2009	817.0
International tourism receipts (US$ millions), 2009	667.1



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**115**	**3.4**
2009 Index	111	3.4
T&T regulatory framework	**116**	**3.7**
Policy rules and regulations	100	3.9
Environmental sustainability	40	4.9
Safety and security	117	3.9
Health and hygiene	125	2.1
Prioritization of Travel & Tourism	110	3.9
T&T business environment and infrastructure	**125**	**2.6**
Air transport infrastructure	119	2.2
Ground transport infrastructure	119	2.7
Tourism infrastructure	126	1.7
ICT infrastructure	125	1.9
Price competitiveness in the T&T industry	57	4.7
T&T human, cultural, and natural resources	**80**	**3.7**
Human resources	113	4.2
Education and training	115	3.8
Availability of qualified labor	114	4.6
Affinity for Travel & Tourism	57	4.7
Natural resources	29	4.4
Cultural resources	125	1.3



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Uganda

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	**35**
1.02	Property rights	94
1.03	Business impact of rules on FDI	**27**
1.04	Visa requirements*	102
1.05	Openness of bilateral Air Service Agreements*	104
1.06	Transparency of government policymaking	69
1.07	Time required to start a business*	88
1.08	Cost to start a business*	125
1.09	GATS commitments*	**12**
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	113
2.02	Enforcement of environmental regulation	107
2.03	Sustainability of T&T industry development	75
2.04	Carbon dioxide emissions*	**7**
2.05	Particulate matter concentration*	**3**
2.06	Threatened species*	**45**
2.07	Environmental treaty ratification*	94
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	131
3.02	Reliability of police services	77
3.03	Business costs of crime and violence	113
3.04	Road traffic accidents*	96
	4th pillar: Health and hygiene	
4.01	Physician density*	121
4.02	Access to improved sanitation*	109
4.03	Access to improved drinking water*	122
4.04	Hospital beds*	130
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	78
5.02	T&T government expenditure*	99
5.03	Effectiveness of marketing and branding	82
5.04	Comprehensiveness of annual T&T data*	119
5.05	Timeliness of providing monthly/quarterly T&T data*	98
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	100
6.02	Available seat kilometers, domestic*	90
6.03	Available seat kilometers, international*	97
6.04	Departures per 1,000 population*	124
6.05	Airport density*	129
6.06	Number of operating airlines*	86
6.07	International air transport network	82
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	119
7.02	Quality of railroad infrastructure	111
7.03	Quality of port infrastructure	101
7.04	Quality of ground transport network	64
7.05	Road density*	89

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	123
8.02	Presence of major car rental companies*	112
8.03	ATMs accepting Visa cards*	123
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	109
9.02	Internet users*	105
9.03	Telephone lines*	130
9.04	Broadband Internet subscribers*	130
9.05	Mobile telephone subscribers*	130
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	92
10.02	Purchasing power parity*	**15**
10.03	Extent and effect of taxation	85
10.04	Fuel price levels*	97
10.05	Hotel price index*	**33**
	11th pillar: Human resources	
11.01	Primary education enrollment*	**30**
11.02	Secondary education enrollment*	130
11.03	Quality of the educational system	72
11.04	Local availability of research and training services	101
11.05	Extent of staff training	100
11.06	Hiring and firing practices	**7**
11.07	Ease of hiring foreign labor	**13**
11.08	HIV prevalence*	130
11.09	Business impact of HIV/AIDS	134
11.10	Life expectancy*	128
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	62
12.02	Attitude of population toward foreign visitors	**20**
12.03	Extension of business trips recommended	82
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	**24**
13.02	Protected areas*	65
13.03	Quality of the natural environment	**50**
13.04	Total known species*	**16**
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	89
14.02	Sports stadiums*	128
14.03	Number of international fairs and exhibitions*	80
14.04	Creative industries exports*	104

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Ukraine

Key indicators

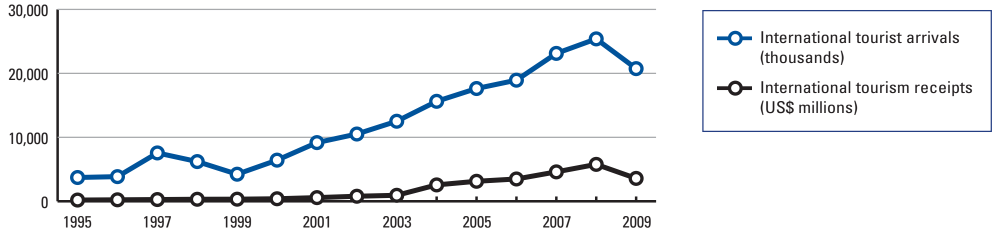
Population (millions), 2009	46.0
Surface area (1,000 square kilometers)	603.6
Gross domestic product (US$ billions), 2009	117.4
Gross domestic product (PPP, US$) per capita, 2009	6,330.2
Real GDP growth (percent), 2009	–15.1
Environmental Performance Index, 2010 (out of 163 economies)	87

Travel & Tourism indicators

T&T industry, 2010 estimates		Percent of total	2011–2020 annual growth (%, forecast)
GDP (US$ millions)	2,443	1.8	3.8
Employment (1,000 jobs)	285	1.4	–1.8
T&T economy, 2010 estimates			
GDP (US$ millions)	10,172	7.5	4.2
Employment (1,000 jobs)	1,207	6.1	–1.4

Source: World Travel & Tourism Council, TSA Research 2010

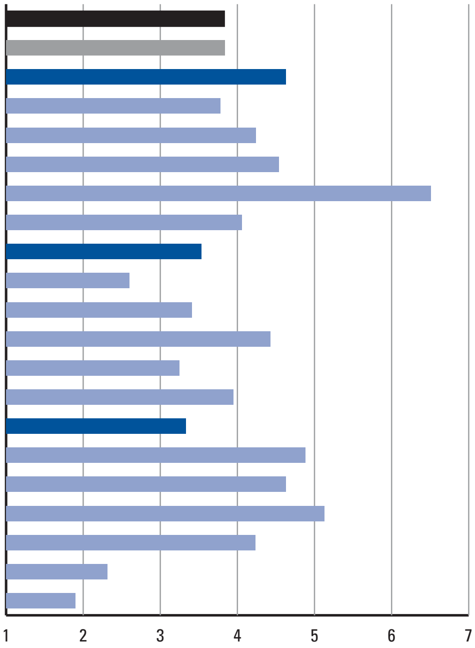
International tourist arrivals (thousands), 2009	20,741.0
International tourism receipts (US$ millions), 2009	3,576.0



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**85**	**3.8**
2009 Index	77	3.8
T&T regulatory framework	**64**	**4.6**
Policy rules and regulations	107	3.8
Environmental sustainability	88	4.2
Safety and security	82	4.5
Health and hygiene	17	6.5
Prioritization of Travel & Tourism	101	4.1
T&T business environment and infrastructure	**76**	**3.5**
Air transport infrastructure	93	2.6
Ground transport infrastructure	74	3.4
Tourism infrastructure	53	4.4
ICT infrastructure	68	3.2
Price competitiveness in the T&T industry	119	4.0
T&T human, cultural, and natural resources	**118**	**3.3**
Human resources	68	4.9
Education and training	71	4.6
Availability of qualified labor	63	5.1
Affinity for Travel & Tourism	117	4.2
Natural resources	119	2.3
Cultural resources	86	1.9



Note: For descriptions of variables and detailed sources, please refer to “How to the Read Country/Economy Profiles.”

Ukraine

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	121
1.02	Property rights	135
1.03	Business impact of rules on FDI	128
1.04	Visa requirements*	87
1.05	Openness of bilateral Air Service Agreements*	108
1.06	Transparency of government policymaking	114
1.07	Time required to start a business*	90
1.08	Cost to start a business*	53
1.09	GATS commitments*	n/a
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	127
2.02	Enforcement of environmental regulation	128
2.03	Sustainability of T&T industry development	133
2.04	Carbon dioxide emissions*	93
2.05	Particulate matter concentration*	**27**
2.06	Threatened species*	79
2.07	Environmental treaty ratification*	65
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	58
3.02	Reliability of police services	122
3.03	Business costs of crime and violence	65
3.04	Road traffic accidents*	88
	4th pillar: Health and hygiene	
4.01	Physician density*	**30**
4.02	Access to improved sanitation*	**50**
4.03	Access to improved drinking water*	51
4.04	Hospital beds*	**3**
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	130
5.02	T&T government expenditure*	**38**
5.03	Effectiveness of marketing and branding	120
5.04	Comprehensiveness of annual T&T data*	101
5.05	Timeliness of providing monthly/quarterly T&T data*	72
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	110
6.02	Available seat kilometers, domestic*	**43**
6.03	Available seat kilometers, international*	64
6.04	Departures per 1,000 population*	90
6.05	Airport density*	108
6.06	Number of operating airlines*	**31**
6.07	International air transport network	117
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	136
7.02	Quality of railroad infrastructure	**25**
7.03	Quality of port infrastructure	94
7.04	Quality of ground transport network	**37**
7.05	Road density*	73

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	113
8.02	Presence of major car rental companies*	**40**
8.03	ATMs accepting Visa cards*	**30**
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	76
9.02	Internet users*	92
9.03	Telephone lines*	**45**
9.04	Broadband Internet subscribers*	69
9.05	Mobile telephone subscribers*	**37**
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	93
10.02	Purchasing power parity*	**13**
10.03	Extent and effect of taxation	136
10.04	Fuel price levels*	**49**
10.05	Hotel price index*	115
	11th pillar: Human resources	
11.01	Primary education enrollment*	104
11.02	Secondary education enrollment*	**48**
11.03	Quality of the educational system	56
11.04	Local availability of research and training services	84
11.05	Extent of staff training	109
11.06	Hiring and firing practices	**18**
11.07	Ease of hiring foreign labor	64
11.08	HIV prevalence*	109
11.09	Business impact of HIV/AIDS	96
11.10	Life expectancy*	96
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	52
12.02	Attitude of population toward foreign visitors	127
12.03	Extension of business trips recommended	117
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	**43**
13.02	Protected areas*	108
13.03	Quality of the natural environment	133
13.04	Total known species*	81
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	73
14.02	Sports stadiums*	86
14.03	Number of international fairs and exhibitions*	76
14.04	Creative industries exports*	**49**

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

United Arab Emirates

Key indicators

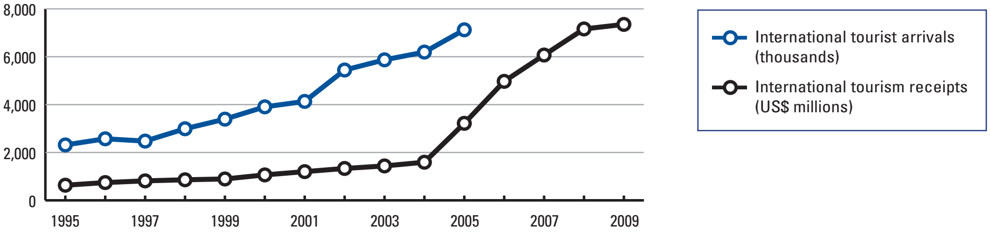
Population (millions), 2009	4.6
Surface area (1,000 square kilometers)	83.6
Gross domestic product (US$ billions), 2009	223.9
Gross domestic product (PPP, US$) per capita, 2009	36,843.2
Real GDP growth (percent), 2009	–2.5
Environmental Performance Index, 2010 (out of 163 economies)	152

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	11,768	4.6	4.5
Employment (1,000 jobs)	119	3.8	2.2
T&T economy, 2010 estimates			
GDP (US$ millions)	42,566	16.6	8.1
Employment (1,000 jobs)	429	13.8	5.7

Source: World Travel & Tourism Council, TSA Research 2010

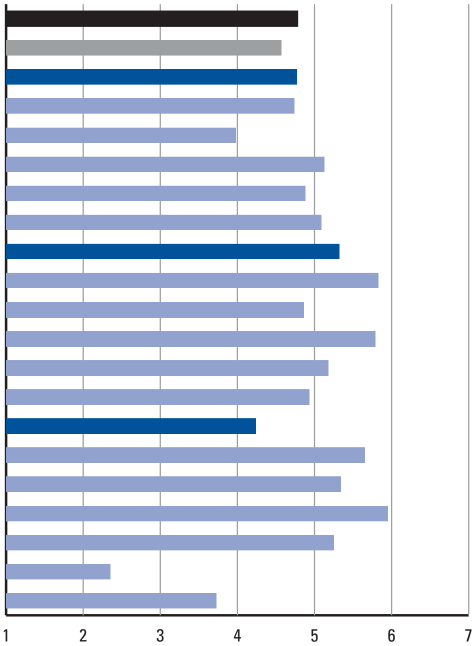
International tourist arrivals (thousands), 2005	7,126.0
International tourism receipts (US$ millions), 2009	7,351.9



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**30**	**4.8**
2009 Index	33	4.6
T&T regulatory framework	**57**	**4.8**
Policy rules and regulations	38	4.7
Environmental sustainability	122	4.0
Safety and security	54	5.1
Health and hygiene	65	4.9
Prioritization of Travel & Tourism	34	5.1
T&T business environment and infrastructure	**9**	**5.3**
Air transport infrastructure	4	5.8
Ground transport infrastructure	31	4.9
Tourism infrastructure	22	5.8
ICT infrastructure	18	5.2
Price competitiveness in the T&T industry	40	4.9
T&T human, cultural, and natural resources	**42**	**4.2**
Human resources	12	5.6
Education and training	28	5.3
Availability of qualified labor	5	6.0
Affinity for Travel & Tourism	25	5.3
Natural resources	116	2.3
Cultural resources	34	3.7



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

United Arab Emirates

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	49
1.02	Property rights	43
1.03	Business impact of rules on FDI	**16**
1.04	Visa requirements*	108
1.05	Openness of bilateral Air Service Agreements*	46
1.06	Transparency of government policymaking	35
1.07	Time required to start a business*	62
1.08	Cost to start a business*	55
1.09	GATS commitments*	41
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	**27**
2.02	Enforcement of environmental regulation	**20**
2.03	Sustainability of T&T industry development	**3**
2.04	Carbon dioxide emissions*	135
2.05	Particulate matter concentration*	133
2.06	Threatened species*	78
2.07	Environmental treaty ratification*	94
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	43
3.02	Reliability of police services	**11**
3.03	Business costs of crime and violence	**4**
3.04	Road traffic accidents*	132
	4th pillar: Health and hygiene	
4.01	Physician density*	68
4.02	Access to improved sanitation*	43
4.03	Access to improved drinking water*	**1**
4.04	Hospital beds*	85
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	**8**
5.02	T&T government expenditure*	32
5.03	Effectiveness of marketing and branding	**1**
5.04	Comprehensiveness of annual T&T data*	136
5.05	Timeliness of providing monthly/quarterly T&T data*	102
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	**4**
6.02	Available seat kilometers, domestic*	94
6.03	Available seat kilometers, international*	**5**
6.04	Departures per 1,000 population*	**14**
6.05	Airport density*	54
6.06	Number of operating airlines*	**11**
6.07	International air transport network	**4**
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	**6**
7.02	Quality of railroad infrastructure	n/a
7.03	Quality of port infrastructure	**8**
7.04	Quality of ground transport network	**17**
7.05	Road density*	124

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	31
8.02	Presence of major car rental companies*	40
8.03	ATMs accepting Visa cards*	**21**
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	33
9.02	Internet users*	**19**
9.03	Telephone lines*	35
9.04	Broadband Internet subscribers*	38
9.05	Mobile telephone subscribers*	**1**
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	**26**
10.02	Purchasing power parity*	117
10.03	Extent and effect of taxation	**5**
10.04	Fuel price levels*	**10**
10.05	Hotel price index*	102
	11th pillar: Human resources	
11.01	Primary education enrollment*	98
11.02	Secondary education enrollment*	44
11.03	Quality of the educational system	**27**
11.04	Local availability of research and training services	**23**
11.05	Extent of staff training	**29**
11.06	Hiring and firing practices	**17**
11.07	Ease of hiring foreign labor	**1**
11.08	HIV prevalence*	48
11.09	Business impact of HIV/AIDS	50
11.10	Life expectancy*	31
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	30
12.02	Attitude of population toward foreign visitors	**29**
12.03	Extension of business trips recommended	**13**
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	75
13.02	Protected areas*	102
13.03	Quality of the natural environment	58
13.04	Total known species*	117
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	104
14.02	Sports stadiums*	**29**
14.03	Number of international fairs and exhibitions*	49
14.04	Creative industries exports*	**23**

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

United Kingdom

Key indicators

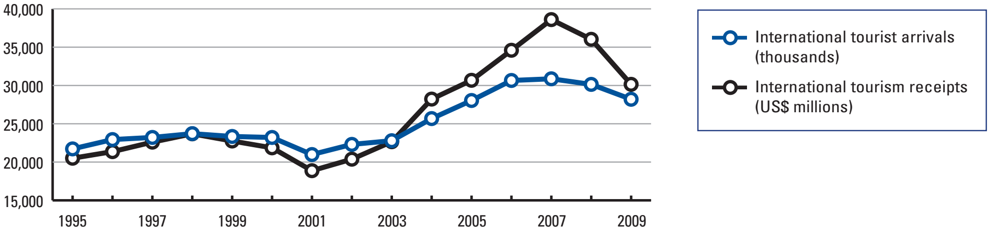
Population (millions), 2009	61.8
Surface area (1,000 square kilometers)	243.6
Gross domestic product (US$ billions), 2009	2,178.9
Gross domestic product (PPP, US$) per capita, 2009	34,388.0
Real GDP growth (percent), 2009	–4.9
Environmental Performance Index, 2010 (out of 163 economies)	14

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	88,961	3.7	3.0
Employment (1,000 jobs)	1,391	4.5	0.5
T&T economy, 2010 estimates			
GDP (US$ millions)	231,146	9.7	3.2
Employment (1,000 jobs)	3,144	10.2	0.6

Source: World Travel & Tourism Council, TSA Research 2010

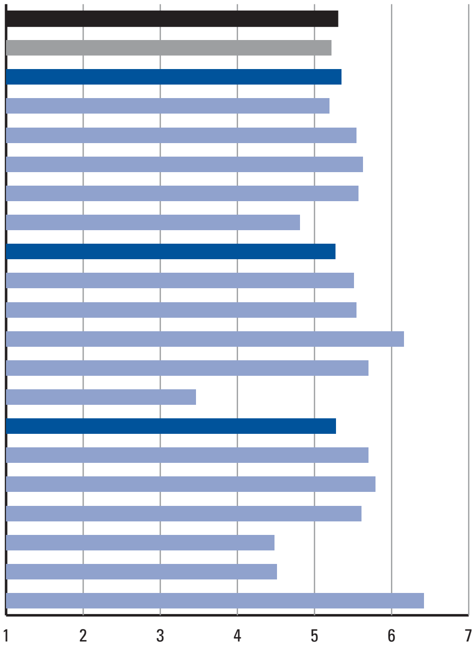
International tourist arrivals (thousands), 2009	28,199.0
International tourism receipts (US$ millions), 2009	30,148.7



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**7**	**5.3**
2009 Index	11	5.2
T&T regulatory framework	**21**	**5.3**
Policy rules and regulations	13	5.2
Environmental sustainability	11	5.5
Safety and security	30	5.6
Health and hygiene	46	5.6
Prioritization of Travel & Tourism	49	4.8
T&T business environment and infrastructure	**11**	**5.3**
Air transport infrastructure	5	5.5
Ground transport infrastructure	17	5.5
Tourism infrastructure	19	6.2
ICT infrastructure	9	5.7
Price competitiveness in the T&T industry	135	3.5
T&T human, cultural, and natural resources	**3**	**5.3**
Human resources	8	5.7
Education and training	16	5.8
Availability of qualified labor	12	5.6
Affinity for Travel & Tourism	86	4.5
Natural resources	23	4.5
Cultural resources	3	6.4



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

United Kingdom

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	**7**
1.02	Property rights	17
1.03	Business impact of rules on FDI	14
1.04	Visa requirements*	22
1.05	Openness of bilateral Air Service Agreements*	40
1.06	Transparency of government policymaking	34
1.07	Time required to start a business*	50
1.08	Cost to start a business*	**7**
1.09	GATS commitments*	65
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	18
2.02	Enforcement of environmental regulation	19
2.03	Sustainability of T&T industry development	66
2.04	Carbon dioxide emissions*	106
2.05	Particulate matter concentration*	12
2.06	Threatened species*	12
2.07	Environmental treaty ratification*	**10**
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	99
3.02	Reliability of police services	31
3.03	Business costs of crime and violence	55
3.04	Road traffic accidents*	**9**
	4th pillar: Health and hygiene	
4.01	Physician density*	51
4.02	Access to improved sanitation*	**1**
4.03	Access to improved drinking water*	**1**
4.04	Hospital beds*	44
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	63
5.02	T&T government expenditure*	84
5.03	Effectiveness of marketing and branding	43
5.04	Comprehensiveness of annual T&T data*	22
5.05	Timeliness of providing monthly/quarterly T&T data*	46
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	34
6.02	Available seat kilometers, domestic*	17
6.03	Available seat kilometers, international*	**2**
6.04	Departures per 1,000 population*	23
6.05	Airport density*	45
6.06	Number of operating airlines*	**3**
6.07	International air transport network	**9**
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	35
7.02	Quality of railroad infrastructure	19
7.03	Quality of port infrastructure	23
7.04	Quality of ground transport network	27
7.05	Road density*	17

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	30
8.02	Presence of major car rental companies*	**1**
8.03	ATMs accepting Visa cards*	18
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	**6**
9.02	Internet users*	**7**
9.03	Telephone lines*	13
9.04	Broadband Internet subscribers*	12
9.05	Mobile telephone subscribers*	24
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	134
10.02	Purchasing power parity*	114
10.03	Extent and effect of taxation	95
10.04	Fuel price levels*	116
10.05	Hotel price index*	77
	11th pillar: Human resources	
11.01	Primary education enrollment*	**7**
11.02	Secondary education enrollment*	31
11.03	Quality of the educational system	28
11.04	Local availability of research and training services	12
11.05	Extent of staff training	28
11.06	Hiring and firing practices	49
11.07	Ease of hiring foreign labor	24
11.08	HIV prevalence*	56
11.09	Business impact of HIV/AIDS	54
11.10	Life expectancy*	15
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	89
12.02	Attitude of population toward foreign visitors	74
12.03	Extension of business trips recommended	79
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	**7**
13.02	Protected areas*	31
13.03	Quality of the natural environment	47
13.04	Total known species*	113
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	**9**
14.02	Sports stadiums*	24
14.03	Number of international fairs and exhibitions*	**4**
14.04	Creative industries exports*	**6**

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

United States

Key indicators

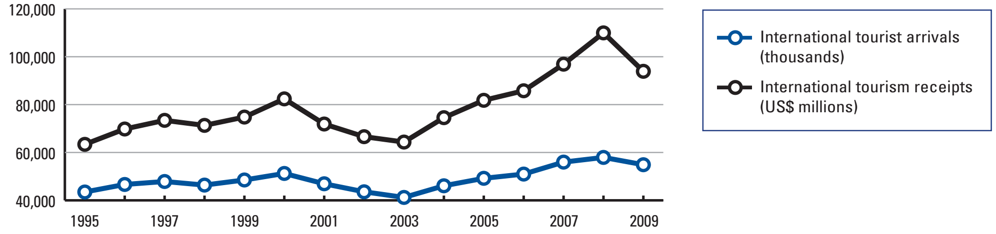
Population (millions), 2009	307.0
Surface area (1,000 square kilometers)	9,632.0
Gross domestic product (US$ billions), 2009	14,119.1
Gross domestic product (PPP, US$) per capita, 2009	45,934.5
Real GDP growth (percent), 2009	–2.6
Environmental Performance Index, 2010 (out of 163 economies)	61

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	510,854	3.4	3.6
Employment (1,000 jobs)	5,070	3.6	2.1
T&T economy, 2010 estimates			
GDP (US$ millions)	1,375,880	9.2	3.7
Employment (1,000 jobs)	13,697	9.9	2.1

Source: World Travel & Tourism Council, TSA Research 2010

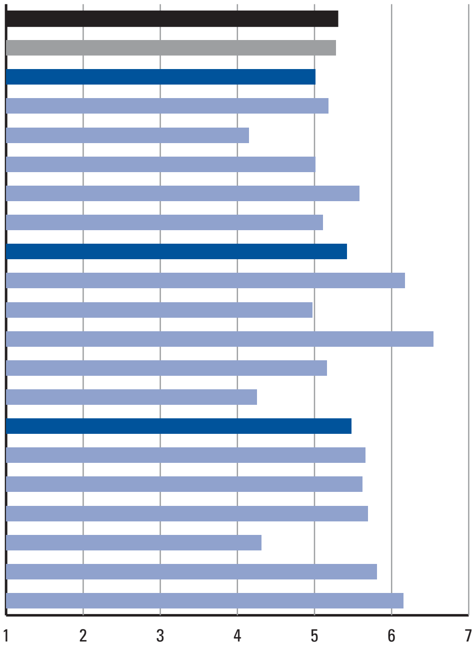
International tourist arrivals (thousands), 2009	54,884.2
International tourism receipts (US$ millions), 2009	93,917.0



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**6**	**5.3**
2009 Index	8	5.3
T&T regulatory framework	**44**	**5.0**
Policy rules and regulations	16	5.2
Environmental sustainability	105	4.2
Safety and security	62	5.0
Health and hygiene	45	5.6
Prioritization of Travel & Tourism	33	5.1
T&T business environment and infrastructure	**3**	**5.4**
Air transport infrastructure	2	6.2
Ground transport infrastructure	28	5.0
Tourism infrastructure	13	6.5
ICT infrastructure	21	5.2
Price competitiveness in the T&T industry	100	4.2
T&T human, cultural, and natural resources	**1**	**5.5**
Human resources	11	5.7
Education and training	21	5.6
Availability of qualified labor	10	5.7
Affinity for Travel & Tourism	104	4.3
Natural resources	3	5.8
Cultural resources	6	6.2



Note: For descriptions of variables and detailed sources, please refer to “How to the Read Country/Economy Profiles.”

United States

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	47
1.02	Property rights	40
1.03	Business impact of rules on FDI	77
1.04	Visa requirements*	98
1.05	Openness of bilateral Air Service Agreements*	**8**
1.06	Transparency of government policymaking	41
1.07	Time required to start a business*	13
1.08	Cost to start a business*	17
1.09	GATS commitments*	**6**
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	23
2.02	Enforcement of environmental regulation	22
2.03	Sustainability of T&T industry development	42
2.04	Carbon dioxide emissions*	130
2.05	Particulate matter concentration*	33
2.06	Threatened species*	122
2.07	Environmental treaty ratification*	125
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	125
3.02	Reliability of police services	26
3.03	Business costs of crime and violence	84
3.04	Road traffic accidents*	53
	4th pillar: Health and hygiene	
4.01	Physician density*	39
4.02	Access to improved sanitation*	**1**
4.03	Access to improved drinking water*	40
4.04	Hospital beds*	58
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	77
5.02	T&T government expenditure*	34
5.03	Effectiveness of marketing and branding	27
5.04	Comprehensiveness of annual T&T data*	58
5.05	Timeliness of providing monthly/quarterly T&T data*	45
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	32
6.02	Available seat kilometers, domestic*	**1**
6.03	Available seat kilometers, international*	**1**
6.04	Departures per 1,000 population*	12
6.05	Airport density*	20
6.06	Number of operating airlines*	**1**
6.07	International air transport network	21
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	19
7.02	Quality of railroad infrastructure	18
7.03	Quality of port infrastructure	22
7.04	Quality of ground transport network	28
7.05	Road density*	44

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	16
8.02	Presence of major car rental companies*	40
8.03	ATMs accepting Visa cards*	**2**
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	**7**
9.02	Internet users*	15
9.03	Telephone lines*	20
9.04	Broadband Internet subscribers*	18
9.05	Mobile telephone subscribers*	76
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	129
10.02	Purchasing power parity*	118
10.03	Extent and effect of taxation	71
10.04	Fuel price levels*	17
10.05	Hotel price index*	65
	11th pillar: Human resources	
11.01	Primary education enrollment*	77
11.02	Secondary education enrollment*	50
11.03	Quality of the educational system	26
11.04	Local availability of research and training services	**10**
11.05	Extent of staff training	**10**
11.06	Hiring and firing practices	**6**
11.07	Ease of hiring foreign labor	56
11.08	HIV prevalence*	93
11.09	Business impact of HIV/AIDS	80
11.10	Life expectancy*	31
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	129
12.02	Attitude of population toward foreign visitors	101
12.03	Extension of business trips recommended	43
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	**2**
13.02	Protected areas*	35
13.03	Quality of the natural environment	31
13.04	Total known species*	11
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	25
14.02	Sports stadiums*	21
14.03	Number of international fairs and exhibitions*	**1**
14.04	Creative industries exports*	**2**

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Uruguay

Key indicators

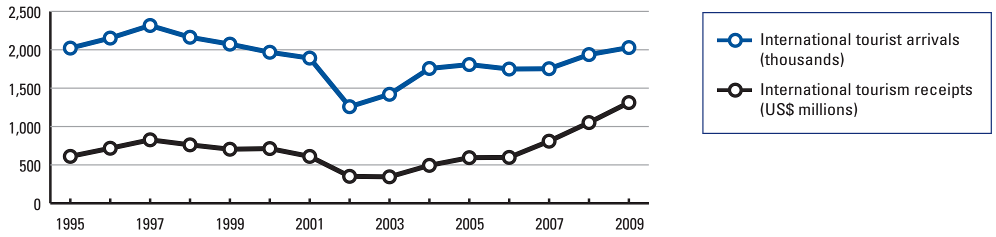
Population (millions), 2009	3.3
Surface area (1,000 square kilometers)	176.2
Gross domestic product (US$ billions), 2009	31.5
Gross domestic product (PPP, US$) per capita, 2009	13,144.4
Real GDP growth (percent), 2009	2.9
Environmental Performance Index, 2010 (out of 163 economies)	83

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	1,069	2.9	6.1
Employment (1,000 jobs)	52	3.5	2.9
T&T economy, 2010 estimates			
GDP (US$ millions)	2,823	7.6	5.7
Employment (1,000 jobs)	124	8.2	2.7

Source: World Travel & Tourism Council, TSA Research 2010

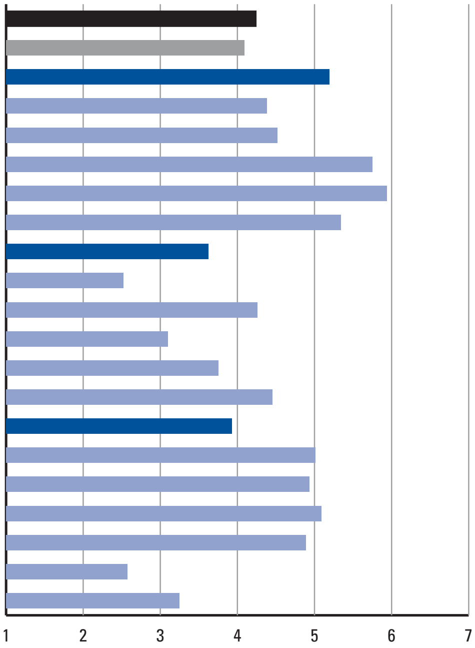
International tourist arrivals (thousands), 2009	2,028.8
International tourism receipts (US$ millions), 2009	1,312.1



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**58**	**4.2**
2009 Index	63	4.1
T&T regulatory framework	**30**	**5.2**
Policy rules and regulations	71	4.4
Environmental sustainability	70	4.5
Safety and security	21	5.7
Health and hygiene	35	5.9
Prioritization of Travel & Tourism	27	5.3
T&T business environment and infrastructure	**71**	**3.6**
Air transport infrastructure	97	2.5
Ground transport infrastructure	46	4.3
Tourism infrastructure	82	3.1
ICT infrastructure	48	3.8
Price competitiveness in the T&T industry	82	4.5
T&T human, cultural, and natural resources	**60**	**3.9**
Human resources	56	5.0
Education and training	53	4.9
Availability of qualified labor	69	5.1
Affinity for Travel & Tourism	41	4.9
Natural resources	101	2.6
Cultural resources	45	3.2



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Uruguay

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	**6**
1.02	Property rights	**50**
1.03	Business impact of rules on FDI	**9**
1.04	Visa requirements*	**42**
1.05	Openness of bilateral Air Service Agreements*	**47**
1.06	Transparency of government policymaking	**29**
1.07	Time required to start a business*	127
1.08	Cost to start a business*	111
1.09	GATS commitments*	**17**
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	**41**
2.02	Enforcement of environmental regulation	**33**
2.03	Sustainability of T&T industry development	**23**
2.04	Carbon dioxide emissions*	54
2.05	Particulate matter concentration*	136
2.06	Threatened species*	103
2.07	Environmental treaty ratification*	**30**
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	**1**
3.02	Reliability of police services	56
3.03	Business costs of crime and violence	70
3.04	Road traffic accidents*	**2**
	4th pillar: Health and hygiene	
4.01	Physician density*	**18**
4.02	Access to improved sanitation*	**1**
4.03	Access to improved drinking water*	**1**
4.04	Hospital beds*	65
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	**32**
5.02	T&T government expenditure*	**37**
5.03	Effectiveness of marketing and branding	**29**
5.04	Comprehensiveness of annual T&T data*	**40**
5.05	Timeliness of providing monthly/quarterly T&T data*	**12**
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	68
6.02	Available seat kilometers, domestic*	102
6.03	Available seat kilometers, international*	95
6.04	Departures per 1,000 population*	65
6.05	Airport density*	76
6.06	Number of operating airlines*	104
6.07	International air transport network	89
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	**49**
7.02	Quality of railroad infrastructure	108
7.03	Quality of port infrastructure	**38**
7.04	Quality of ground transport network	**24**
7.05	Road density*	**34**

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	55
8.02	Presence of major car rental companies*	64
8.03	ATMs accepting Visa cards*	116
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	70
9.02	Internet users*	52
9.03	Telephone lines*	**46**
9.04	Broadband Internet subscribers*	52
9.05	Mobile telephone subscribers*	**34**
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	**39**
10.02	Purchasing power parity*	107
10.03	Extent and effect of taxation	104
10.04	Fuel price levels*	80
10.05	Hotel price index*	**30**
	11th pillar: Human resources	
11.01	Primary education enrollment*	**19**
11.02	Secondary education enrollment*	70
11.03	Quality of the educational system	67
11.04	Local availability of research and training services	57
11.05	Extent of staff training	86
11.06	Hiring and firing practices	118
11.07	Ease of hiring foreign labor	**34**
11.08	HIV prevalence*	88
11.09	Business impact of HIV/AIDS	**27**
11.10	Life expectancy*	**46**
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	66
12.02	Attitude of population toward foreign visitors	67
12.03	Extension of business trips recommended	**20**
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	75
13.02	Protected areas*	137
13.03	Quality of the natural environment	**22**
13.04	Total known species*	67
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	73
14.02	Sports stadiums*	**6**
14.03	Number of international fairs and exhibitions*	**42**
14.04	Creative industries exports*	83

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Venezuela

Key indicators

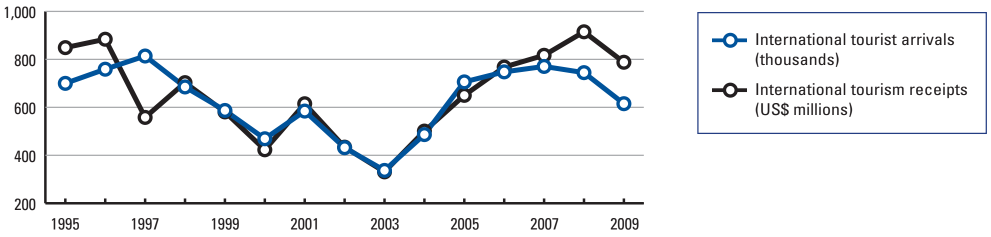
Population (millions), 2009	28.4
Surface area (1,000 square kilometers)	912.1
Gross domestic product (US$ billions), 2009	325.7
Gross domestic product (PPP, US$) per capita, 2009	12,183.7
Real GDP growth (percent), 2009	–3.3
Environmental Performance Index, 2010 (out of 163 economies)	64

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	3,236	1.6	3.8
Employment (1,000 jobs)	185	1.6	1.8
T&T economy, 2010 estimates			
GDP (US$ millions)	14,434	7.1	3.8
Employment (1,000 jobs)	666	5.6	2.0

Source: World Travel & Tourism Council, TSA Research 2010

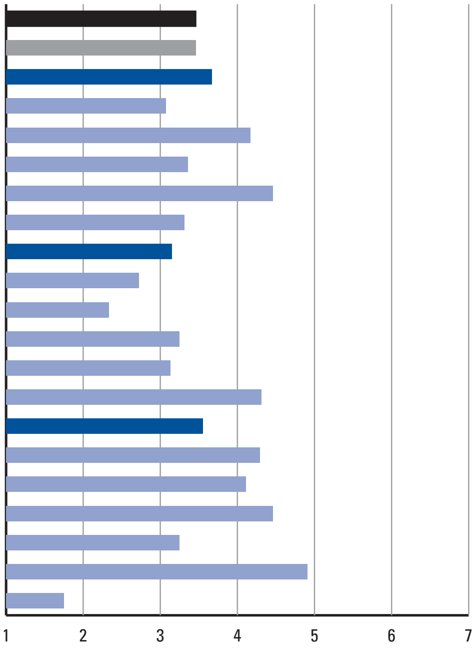
International tourist arrivals (thousands), 2009	615.2
International tourism receipts (US$ millions), 2009	788.0



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**106**	**3.5**
2009 Index	104	3.5
T&T regulatory framework	**120**	**3.7**
Policy rules and regulations	134	3.1
Environmental sustainability	101	4.2
Safety and security	134	3.4
Health and hygiene	77	4.5
Prioritization of Travel & Tourism	126	3.3
T&T business environment and infrastructure	**96**	**3.2**
Air transport infrastructure	84	2.7
Ground transport infrastructure	136	2.3
Tourism infrastructure	78	3.3
ICT infrastructure	74	3.1
Price competitiveness in the T&T industry	97	4.3
T&T human, cultural, and natural resources	**99**	**3.5**
Human resources	111	4.3
Education and training	100	4.1
Availability of qualified labor	121	4.5
Affinity for Travel & Tourism	138	3.2
Natural resources	9	4.9
Cultural resources	99	1.7



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Venezuela

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	117
1.02	Property rights	139
1.03	Business impact of rules on FDI	139
1.04	Visa requirements*	75
1.05	Openness of bilateral Air Service Agreements*	91
1.06	Transparency of government policymaking	136
1.07	Time required to start a business*	136
1.08	Cost to start a business*	102
1.09	GATS commitments*	**31**
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	109
2.02	Enforcement of environmental regulation	130
2.03	Sustainability of T&T industry development	139
2.04	Carbon dioxide emissions*	90
2.05	Particulate matter concentration*	**1**
2.06	Threatened species*	98
2.07	Environmental treaty ratification*	81
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	110
3.02	Reliability of police services	139
3.03	Business costs of crime and violence	135
3.04	Road traffic accidents*	90
	4th pillar: Health and hygiene	
4.01	Physician density*	58
4.02	Access to improved sanitation*	63
4.03	Access to improved drinking water*	86
4.04	Hospital beds*	100
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	139
5.02	T&T government expenditure*	66
5.03	Effectiveness of marketing and branding	139
5.04	Comprehensiveness of annual T&T data*	**25**
5.05	Timeliness of providing monthly/quarterly T&T data*	98
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	113
6.02	Available seat kilometers, domestic*	**37**
6.03	Available seat kilometers, international*	56
6.04	Departures per 1,000 population*	52
6.05	Airport density*	57
6.06	Number of operating airlines*	52
6.07	International air transport network	115
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	96
7.02	Quality of railroad infrastructure	101
7.03	Quality of port infrastructure	135
7.04	Quality of ground transport network	135
7.05	Road density*	109

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	82
8.02	Presence of major car rental companies*	80
8.03	ATMs accepting Visa cards*	65
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	111
9.02	Internet users*	71
9.03	Telephone lines*	54
9.04	Broadband Internet subscribers*	67
9.05	Mobile telephone subscribers*	64
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	128
10.02	Purchasing power parity*	112
10.03	Extent and effect of taxation	98
10.04	Fuel price levels*	**1**
10.05	Hotel price index*	103
	11th pillar: Human resources	
11.01	Primary education enrollment*	93
11.02	Secondary education enrollment*	91
11.03	Quality of the educational system	127
11.04	Local availability of research and training services	123
11.05	Extent of staff training	91
11.06	Hiring and firing practices	139
11.07	Ease of hiring foreign labor	130
11.08	HIV prevalence*	96
11.09	Business impact of HIV/AIDS	82
11.10	Life expectancy*	**46**
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	133
12.02	Attitude of population toward foreign visitors	139
12.03	Extension of business trips recommended	135
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	**43**
13.02	Protected areas*	**1**
13.03	Quality of the natural environment	116
13.04	Total known species*	**7**
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	89
14.02	Sports stadiums*	72
14.03	Number of international fairs and exhibitions*	62
14.04	Creative industries exports*	97

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Vietnam

Key indicators

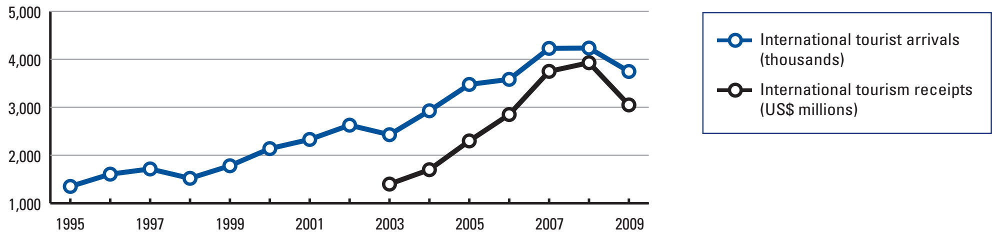
Population (millions), 2009	87.3
Surface area (1,000 square kilometers)	331.2
Gross domestic product (US$ billions), 2009	93.2
Gross domestic product (PPP, US$) per capita, 2009	2,941.7
Real GDP growth (percent), 2009	5.3
Environmental Performance Index, 2010 (out of 163 economies)	85

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	3,998	3.9	7.6
Employment (1,000 jobs)	1,397	3.0	2.5
T&T economy, 2010 estimates			
GDP (US$ millions)	12,529	12.4	7.3
Employment (1,000 jobs)	4,539	9.9	2.2

Source: World Travel & Tourism Council, TSA Research 2010

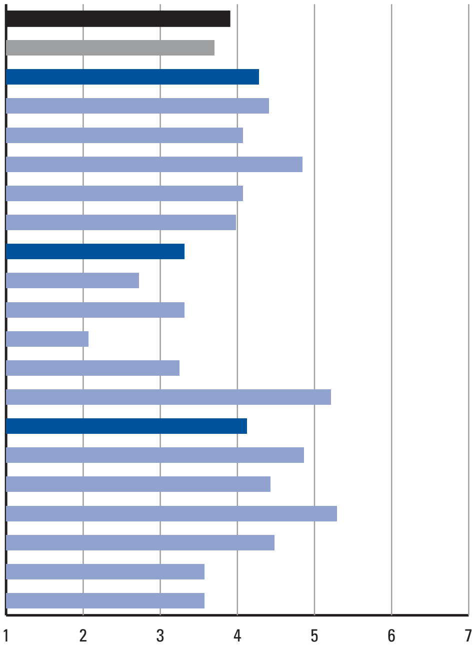
International tourist arrivals (thousands), 2009	3,747.4
International tourism receipts (US$ millions), 2009	3,050.0



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**80**	**3.9**
2009 Index	89	3.7
T&T regulatory framework	**89**	**4.3**
Policy rules and regulations	67	4.4
Environmental sustainability	115	4.1
Safety and security	68	4.8
Health and hygiene	89	4.1
Prioritization of Travel & Tourism	107	4.0
T&T business environment and infrastructure	**89**	**3.3**
Air transport infrastructure	85	2.7
Ground transport infrastructure	77	3.3
Tourism infrastructure	110	2.1
ICT infrastructure	67	3.2
Price competitiveness in the T&T industry	16	5.2
T&T human, cultural, and natural resources	**46**	**4.1**
Human resources	72	4.9
Education and training	83	4.4
Availability of qualified labor	33	5.3
Affinity for Travel & Tourism	87	4.5
Natural resources	51	3.6
Cultural resources	36	3.6



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Vietnam

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	114
1.02	Property rights	81
1.03	Business impact of rules on FDI	**29**
1.04	Visa requirements*	**7**
1.05	Openness of bilateral Air Service Agreements*	91
1.06	Transparency of government policymaking	73
1.07	Time required to start a business*	118
1.08	Cost to start a business*	71
1.09	GATS commitments*	**46**
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	134
2.02	Enforcement of environmental regulation	103
2.03	Sustainability of T&T industry development	63
2.04	Carbon dioxide emissions*	**41**
2.05	Particulate matter concentration*	98
2.06	Threatened species*	115
2.07	Environmental treaty ratification*	108
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	109
3.02	Reliability of police services	**41**
3.03	Business costs of crime and violence	88
3.04	Road traffic accidents*	68
	4th pillar: Health and hygiene	
4.01	Physician density*	100
4.02	Access to improved sanitation*	86
4.03	Access to improved drinking water*	68
4.04	Hospital beds*	67
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	57
5.02	T&T government expenditure*	118
5.03	Effectiveness of marketing and branding	62
5.04	Comprehensiveness of annual T&T data*	128
5.05	Timeliness of providing monthly/quarterly T&T data*	89
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	88
6.02	Available seat kilometers, domestic*	**22**
6.03	Available seat kilometers, international*	**43**
6.04	Departures per 1,000 population*	95
6.05	Airport density*	113
6.06	Number of operating airlines*	**42**
6.07	International air transport network	101
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	117
7.02	Quality of railroad infrastructure	59
7.03	Quality of port infrastructure	97
7.04	Quality of ground transport network	69
7.05	Road density*	56

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	89
8.02	Presence of major car rental companies*	112
8.03	ATMs accepting Visa cards*	93
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	**43**
9.02	Internet users*	81
9.03	Telephone lines*	68
9.04	Broadband Internet subscribers*	74
9.05	Mobile telephone subscribers*	**47**
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	**25**
10.02	Purchasing power parity*	**4**
10.03	Extent and effect of taxation	58
10.04	Fuel price levels*	**37**
10.05	Hotel price index*	57
	11th pillar: Human resources	
11.01	Primary education enrollment*	69
11.02	Secondary education enrollment*	102
11.03	Quality of the educational system	61
11.04	Local availability of research and training services	104
11.05	Extent of staff training	58
11.06	Hiring and firing practices	**34**
11.07	Ease of hiring foreign labor	60
11.08	HIV prevalence*	79
11.09	Business impact of HIV/AIDS	84
11.10	Life expectancy*	64
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	77
12.02	Attitude of population toward foreign visitors	97
12.03	Extension of business trips recommended	83
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	**24**
13.02	Protected areas*	98
13.03	Quality of the natural environment	132
13.04	Total known species*	**22**
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	**25**
14.02	Sports stadiums*	121
14.03	Number of international fairs and exhibitions*	52
14.04	Creative industries exports*	**28**

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Zambia

Key indicators

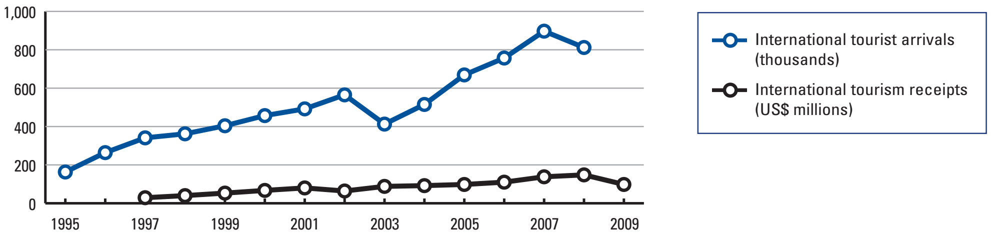
Population (millions), 2009	12.9
Surface area (1,000 square kilometers)	752.6
Gross domestic product (US$ billions), 2009	12.8
Gross domestic product (PPP, US$) per capita, 2009	1,539.5
Real GDP growth (percent), 2009	6.3
Environmental Performance Index, 2010 (out of 163 economies)	130

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	202	1.2	6.2
Employment (1,000 jobs)	21	1.4	2.2
T&T economy, 2010 estimates			
GDP (US$ millions)	657	3.9	6.5
Employment (1,000 jobs)	59	3.8	2.4

Source: World Travel & Tourism Council, TSA Research 2010

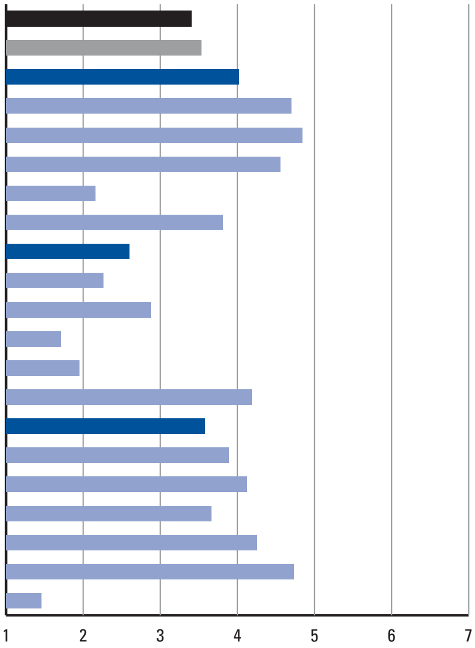
International tourist arrivals (thousands), 2008	812.0
International tourism receipts (US$ millions), 2009	98.0



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**111**	**3.4**
2009 Index	100	3.5
T&T regulatory framework	**104**	**4.0**
Policy rules and regulations	44	4.7
Environmental sustainability	49	4.8
Safety and security	80	4.6
Health and hygiene	122	2.2
Prioritization of Travel & Tourism	111	3.8
T&T business environment and infrastructure	**131**	**2.6**
Air transport infrastructure	118	2.3
Ground transport infrastructure	108	2.9
Tourism infrastructure	123	1.7
ICT infrastructure	122	1.9
Price competitiveness in the T&T industry	104	4.2
T&T human, cultural, and natural resources	**95**	**3.6**
Human resources	120	3.9
Education and training	99	4.1
Availability of qualified labor	132	3.7
Affinity for Travel & Tourism	113	4.3
Natural resources	15	4.7
Cultural resources	119	1.5



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Zambia

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	**18**
1.02	Property rights	80
1.03	Business impact of rules on FDI	**30**
1.04	Visa requirements*	**31**
1.05	Openness of bilateral Air Service Agreements*	68
1.06	Transparency of government policymaking	**47**
1.07	Time required to start a business*	71
1.08	Cost to start a business*	100
1.09	GATS commitments*	**17**
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	72
2.02	Enforcement of environmental regulation	65
2.03	Sustainability of T&T industry development	59
2.04	Carbon dioxide emissions*	**14**
2.05	Particulate matter concentration*	79
2.06	Threatened species*	**19**
2.07	Environmental treaty ratification*	117
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	55
3.02	Reliability of police services	71
3.03	Business costs of crime and violence	87
3.04	Road traffic accidents*	100
	4th pillar: Health and hygiene	
4.01	Physician density*	129
4.02	Access to improved sanitation*	108
4.03	Access to improved drinking water*	125
4.04	Hospital beds*	85
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	53
5.02	T&T government expenditure*	105
5.03	Effectiveness of marketing and branding	59
5.04	Comprehensiveness of annual T&T data*	98
5.05	Timeliness of providing monthly/quarterly T&T data*	123
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	111
6.02	Available seat kilometers, domestic*	70
6.03	Available seat kilometers, international*	108
6.04	Departures per 1,000 population*	109
6.05	Airport density*	79
6.06	Number of operating airlines*	101
6.07	International air transport network	85
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	110
7.02	Quality of railroad infrastructure	84
7.03	Quality of port infrastructure	95
7.04	Quality of ground transport network	72
7.05	Road density*	102

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	127
8.02	Presence of major car rental companies*	112
8.03	ATMs accepting Visa cards*	109
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	92
9.02	Internet users*	113
9.03	Telephone lines*	131
9.04	Broadband Internet subscribers*	117
9.05	Mobile telephone subscribers*	125
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	**41**
10.02	Purchasing power parity*	93
10.03	Extent and effect of taxation	79
10.04	Fuel price levels*	133
10.05	Hotel price index*	66
	11th pillar: Human resources	
11.01	Primary education enrollment*	87
11.02	Secondary education enrollment*	115
11.03	Quality of the educational system	52
11.04	Local availability of research and training services	86
11.05	Extent of staff training	81
11.06	Hiring and firing practices	**36**
11.07	Ease of hiring foreign labor	80
11.08	HIV prevalence*	134
11.09	Business impact of HIV/AIDS	136
11.10	Life expectancy*	134
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	130
12.02	Attitude of population toward foreign visitors	**30**
12.03	Extension of business trips recommended	98
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	**43**
13.02	Protected areas*	**4**
13.03	Quality of the natural environment	51
13.04	Total known species*	**29**
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	89
14.02	Sports stadiums*	90
14.03	Number of international fairs and exhibitions*	99
14.04	Creative industries exports*	118

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

Zimbabwe

Key indicators

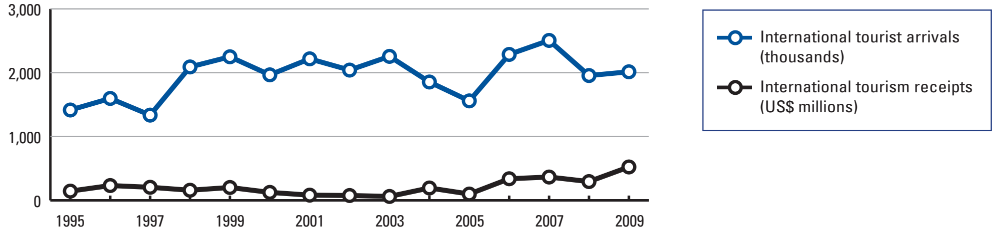
Population (millions), 2009	12.5
Surface area (1,000 square kilometers)	390.8
Gross domestic product (US$ billions), 2009	4.6
Gross domestic product (PPP, US$) per capita, 2009	370.5
Real GDP growth (percent), 2009	5.7
Environmental Performance Index, 2010 (out of 163 economies)	127

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
GDP (US$ millions)	219	5.0	8.2
Employment (1,000 jobs)	46	4.1	7.6
T&T economy, 2010 estimates			
GDP (US$ millions)	460	10.4	8.7
Employment (1,000 jobs)	96	8.7	5.4

Source: World Travel & Tourism Council, TSA Research 2010

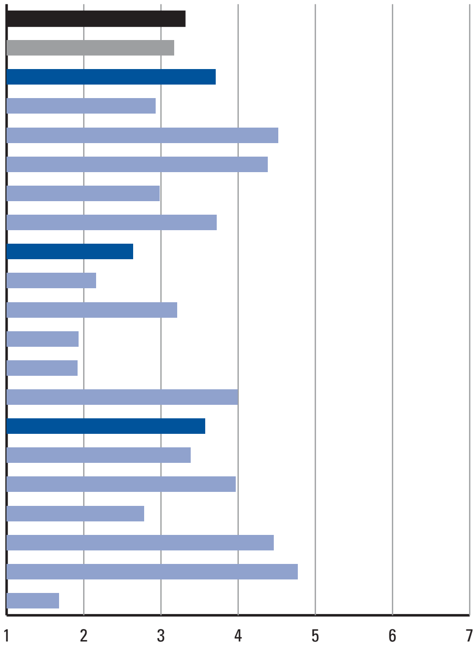
International tourist arrivals (thousands), 2009	2,014.3
International tourism receipts (US$ millions), 2009	523.0



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	**119**	**3.3**
2009 Index	121	3.2
T&T regulatory framework	**118**	**3.7**
Policy rules and regulations	136	2.9
Environmental sustainability	71	4.5
Safety and security	96	4.4
Health and hygiene	108	3.0
Prioritization of Travel & Tourism	114	3.7
T&T business environment and infrastructure	**126**	**2.6**
Air transport infrastructure	125	2.2
Ground transport infrastructure	83	3.2
Tourism infrastructure	118	1.9
ICT infrastructure	124	1.9
Price competitiveness in the T&T industry	117	4.0
T&T human, cultural, and natural resources	**96**	**3.6**
Human resources	134	3.4
Education and training	110	4.0
Availability of qualified labor	137	2.8
Affinity for Travel & Tourism	90	4.5
Natural resources	13	4.8
Cultural resources	102	1.7



Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

Zimbabwe

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	RANK/139
	1st pillar: Policy rules and regulations	
1.01	Prevalence of foreign ownership	108
1.02	Property rights	138
1.03	Business impact of rules on FDI	136
1.04	Visa requirements*	81
1.05	Openness of bilateral Air Service Agreements*	98
1.06	Transparency of government policymaking	65
1.07	Time required to start a business*	133
1.08	Cost to start a business*	134
1.09	GATS commitments*	**30**
	2nd pillar: Environmental sustainability	
2.01	Stringency of environmental regulation	87
2.02	Enforcement of environmental regulation	93
2.03	Sustainability of T&T industry development	107
2.04	Carbon dioxide emissions*	**30**
2.05	Particulate matter concentration*	**47**
2.06	Threatened species*	**41**
2.07	Environmental treaty ratification*	132
	3rd pillar: Safety and security	
3.01	Business costs of terrorism	**9**
3.02	Reliability of police services	126
3.03	Business costs of crime and violence	71
3.04	Road traffic accidents*	104
	4th pillar: Health and hygiene	
4.01	Physician density*	113
4.02	Access to improved sanitation*	114
4.03	Access to improved drinking water*	103
4.04	Hospital beds*	60
	5th pillar: Prioritization of Travel & Tourism	
5.01	Government prioritization of the T&T industry	52
5.02	T&T government expenditure*	96
5.03	Effectiveness of marketing and branding	114
5.04	Comprehensiveness of annual T&T data*	58
5.05	Timeliness of providing monthly/quarterly T&T data*	123
	6th pillar: Air transport infrastructure	
6.01	Quality of air transport infrastructure	99
6.02	Available seat kilometers, domestic*	77
6.03	Available seat kilometers, international*	112
6.04	Departures per 1,000 population*	106
6.05	Airport density*	115
6.06	Number of operating airlines*	113
6.07	International air transport network	105
	7th pillar: Ground transport infrastructure	
7.01	Quality of roads	94
7.02	Quality of railroad infrastructure	61
7.03	Quality of port infrastructure	61
7.04	Quality of ground transport network	119
7.05	Road density*	76

	INDICATOR	RANK/139
	8th pillar: Tourism infrastructure	
8.01	Hotel rooms*	124
8.02	Presence of major car rental companies*	95
8.03	ATMs accepting Visa cards*	130
	9th pillar: ICT infrastructure	
9.01	Extent of business Internet use	118
9.02	Internet users*	98
9.03	Telephone lines*	111
9.04	Broadband Internet subscribers*	106
9.05	Mobile telephone subscribers*	134
	10th pillar: Price competitiveness in the T&T industry	
10.01	Ticket taxes and airport charges*	69
10.02	Purchasing power parity*	n/a
10.03	Extent and effect of taxation	93
10.04	Fuel price levels*	97
10.05	Hotel price index*	n/a
	11th pillar: Human resources	
11.01	Primary education enrollment*	95
11.02	Secondary education enrollment*	119
11.03	Quality of the educational system	**46**
11.04	Local availability of research and training services	109
11.05	Extent of staff training	71
11.06	Hiring and firing practices	122
11.07	Ease of hiring foreign labor	132
11.08	HIV prevalence*	135
11.09	Business impact of HIV/AIDS	131
11.10	Life expectancy*	139
	12th pillar: Affinity for Travel & Tourism	
12.01	Tourism openness*	74
12.02	Attitude of population toward foreign visitors	107
12.03	Extension of business trips recommended	80
	13th pillar: Natural resources	
13.01	Number of World Heritage natural sites*	**24**
13.02	Protected areas*	**10**
13.03	Quality of the natural environment	**48**
13.04	Total known species*	**39**
	14th pillar: Cultural resources	
14.01	Number of World Heritage cultural sites*	62
14.02	Sports stadiums*	97
14.03	Number of international fairs and exhibitions*	129
14.04	Creative industries exports*	80

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.

2.2

Data Tables

How to Read the Data Tables

The following pages present the data for all of the variables included in the Travel & Tourism Competitiveness Index 2011 (TTCI) for all 139 economies covered by the study. The tables are organized in 14 sections, which correspond to the 14 pillars of the TTCI.

The number preceding the title of each variable serves to identify the pillar to which the variable belongs.

Two types of data are used in the TTCI: those from the Executive Opinion Survey and indicators derived from other sources.

Executive Opinion Survey indicators

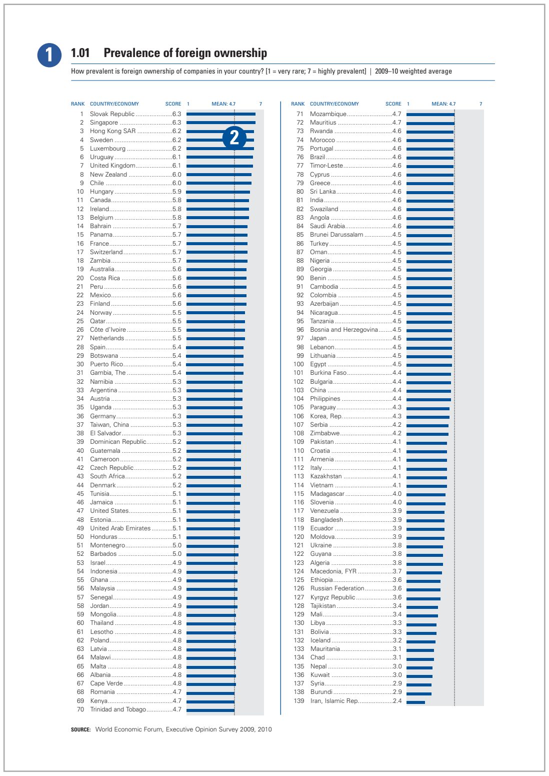
① Data yielded from the World Economic Forum's Executive Opinion Survey are presented in blue-colored bar graphs.

Each score is the average of responses in each economy to questions included in the World Economic Forum's Executive Opinion Survey, conducted in the early months of 2009 and 2010.

Questions from the Survey asked for responses on a scale of 1 to 7, where an answer of 1 corresponds to the lowest possible score and an answer of 7 corresponds to the highest possible score. For each Survey variable, the original question and the two extreme answers are shown.

We report the average score for each economy—that is, the arithmetic mean of responses from each economy. Variable 5.03, for example, asks about the effectiveness of marketing and branding to attract tourists in the respondent's economy. On this particular variable, the United Arab Emirates, with a score of 6.5, ranks first and therefore appears at the top; it is followed by Austria, which ranks second with a score of 6.4. We report responses rounded to one decimal point, but use the exact figures to determine rankings. For example, for variable 5.03, Qatar's average score is 5.6405, Morocco's average score is 5.6236, Montenegro's 5.5978, and Costa Rica's average score is 5.5564. These economies are therefore ranked 11th, 12th, 13th, and 14th, respectively, although they are all listed with the same rounded score of 5.6.

② A dotted line on the graph indicates the mean score across the sample of 139 economies.

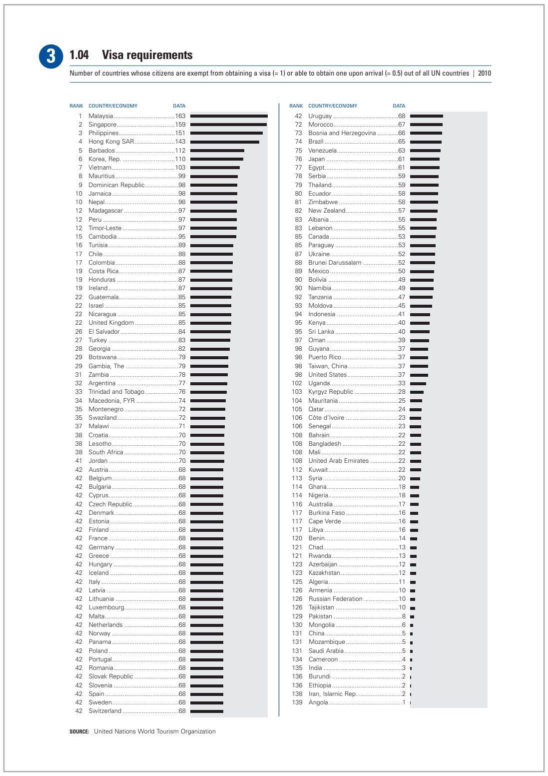


① **1.01 Prevalence of foreign ownership**

How prevalent is foreign ownership of companies in your country? [1 = very rare; 7 = highly prevalent] | 2009–10 weighted average

RANK	COUNTRY/ECONOMY	SCORE
1	Slovak Republic	6.3
2	Singapore	6.3
3	Hong Kong SAR	6.2
4	Sweden	6.2
5	Luxembourg	6.2
6	Uruguay	6.1
7	United Kingdom	6.1
8	New Zealand	6.0
9	Chile	6.0
10	Hungary	5.9
11	Canada	5.8
12	Ireland	5.8
13	Belgium	5.8
14	Bahrain	5.7
15	Panama	5.7
16	France	5.7
17	Switzerland	5.7
18	Zambia	5.7
19	Australia	5.6
20	Costa Rica	5.6
21	Peru	5.6
22	Mexico	5.6
23	Finland	5.6
24	Norway	5.5
25	Qatar	5.5
26	Côte d'Ivoire	5.5
27	Netherlands	5.5
28	Spain	5.4
29	Botswana	5.4
30	Puerto Rico	5.4
31	Gambia, The	5.4
32	Namibia	5.3
33	Argentina	5.3
34	Austria	5.3
35	Uganda	5.3
36	Germany	5.3
37	Taiwan, China	5.3
38	El Salvador	5.3
39	Dominican Republic	5.2
40	Guatemala	5.2
41	Cameroon	5.2
42	Czech Republic	5.2
43	South Africa	5.2
44	Denmark	5.2
45	Tunisia	5.1
46	Jamaica	5.1
47	United States	5.1
48	Estonia	5.1
49	United Arab Emirates	5.1
50	Honduras	5.1
51	Montenegro	5.0
52	Barbados	5.0
53	Israel	4.9
54	Indonesia	4.9
55	Ghana	4.9
56	Malaysia	4.9
57	Senegal	4.9
58	Jordan	4.9
59	Mongolia	4.8
60	Thailand	4.8
61	Lesotho	4.8
62	Poland	4.8
63	Latvia	4.8
64	Malawi	4.8
65	Malta	4.8
66	Albania	4.8
67	Cape Verde	4.8
68	Romania	4.7
69	Kenya	4.7
70	Trinidad and Tobago	4.7
71	Mozambique	4.7
72	Mauritius	4.7
73	Rwanda	4.6
74	Morocco	4.6
75	Portugal	4.6
76	Brazil	4.6
77	Timor-Leste	4.6
78	Cyprus	4.6
79	Greece	4.6
80	Sri Lanka	4.6
81	India	4.6
82	Swaziland	4.6
83	Angola	4.6
84	Saudi Arabia	4.6
85	Brunei Darussalam	4.5
86	Turkey	4.5
87	Oman	4.5
88	Nigeria	4.5
89	Georgia	4.5
90	Benin	4.5
91	Cambodia	4.5
92	Colombia	4.5
93	Azerbaijan	4.5
94	Nicaragua	4.5
95	Tanzania	4.5
96	Bosnia and Herzegovina	4.5
97	Japan	4.5
98	Lebanon	4.5
99	Lithuania	4.5
100	Egypt	4.5
101	Burkina Faso	4.4
102	Bulgaria	4.4
103	China	4.4
104	Philippines	4.4
105	Paraguay	4.3
106	Korea, Rep.	4.3
107	Serbia	4.2
108	Zimbabwe	4.2
109	Pakistan	4.1
110	Croatia	4.1
111	Armenia	4.1
112	Italy	4.1
113	Kazakhstan	4.1
114	Vietnam	4.1
115	Madagascar	4.0
116	Slovenia	4.0
117	Venezuela	3.9
118	Bangladesh	3.9
119	Ecuador	3.9
120	Moldova	3.9
121	Ukraine	3.8
122	Guyana	3.8
123	Algeria	3.8
124	Macedonia, FYR	3.7
125	Ethiopia	3.6
126	Russian Federation	3.6
127	Kyrgyz Republic	3.6
128	Tajikistan	3.4
129	Mali	3.4
130	Libya	3.3
131	Bolivia	3.3
132	Iceland	3.2
133	Mauritania	3.1
134	Chad	3.1
135	Nepal	3.0
136	Kuwait	3.0
137	Syria	2.9
138	Burundi	2.9
139	Iran, Islamic Rep.	2.4

SOURCE: World Economic Forum, Executive Opinion Survey 2009, 2010



③ **1.04 Visa requirements**

Number of countries whose citizens are exempt from obtaining a visa (= 1) or able to obtain one upon arrival (= 0.5) out of all UN countries | 2010

RANK	COUNTRY/ECONOMY	DATA
1	Malaysia	163
2	Singapore	159
3	Philippines	151
4	Hong Kong SAR	143
5	Barbados	112
6	Korea, Rep.	110
7	Vietnam	103
8	Mauritius	99
9	Dominican Republic	98
10	Jamaica	98
10	Nepal	98
12	Madagascar	97
12	Peru	97
12	Timor-Leste	97
15	Cambodia	95
16	Tunisia	89
17	Chile	88
17	Colombia	88
19	Costa Rica	87
19	Honduras	87
19	Ireland	87
22	Guatemala	85
22	Israel	85
22	Nicaragua	85
22	United Kingdom	85
26	El Salvador	84
27	Turkey	83
28	Georgia	82
29	Botswana	79
29	Gambia, The	79
31	Zambia	78
32	Argentina	77
33	Trinidad and Tobago	76
34	Macedonia, FYR	74
35	Montenegro	72
35	Swaziland	72
37	Malawi	71
38	Croatia	70
38	Lesotho	70
38	South Africa	70
41	Jordan	70
42	Austria	68
42	Belgium	68
42	Bulgaria	68
42	Cyprus	68
42	Czech Republic	68
42	Denmark	68
42	Estonia	68
42	Finland	68
42	France	68
42	Germany	68
42	Greece	68
42	Hungary	68
42	Iceland	68
42	Italy	68
42	Latvia	68
42	Lithuania	68
42	Luxembourg	68
42	Malta	68
42	Netherlands	68
42	Norway	68
42	Panama	68
42	Poland	68
42	Portugal	68
42	Romania	68
42	Slovak Republic	68
42	Slovenia	68
42	Spain	68
42	Sweden	68
42	Switzerland	68
42	Uruguay	68
72	Morocco	67
73	Bosnia and Herzegovina	66
74	Brazil	65
75	Venezuela	63
76	Japan	61
77	Egypt	61
78	Serbia	59
79	Thailand	59
80	Ecuador	58
81	Zimbabwe	58
82	New Zealand	57
83	Albania	55
83	Lebanon	55
85	Canada	53
85	Paraguay	53
87	Ukraine	52
88	Brunei Darussalam	52
89	Mexico	50
90	Bolivia	49
90	Namibia	49
92	Tanzania	47
93	Moldova	45
94	Indonesia	41
95	Kenya	40
95	Sri Lanka	40
97	Oman	39
98	Guyana	37
98	Puerto Rico	37
98	Taiwan, China	37
98	United States	37
102	Uganda	33
103	Kyrgyz Republic	28
104	Mauritania	25
105	Qatar	24
106	Côte d'Ivoire	23
106	Senegal	23
108	Bahrain	22
108	Bangladesh	22
108	Mali	22
108	United Arab Emirates	22
112	Kuwait	22
113	Syria	20
114	Ghana	18
114	Nigeria	18
116	Australia	17
117	Burkina Faso	16
117	Cape Verde	16
117	Libya	16
120	Benin	14
121	Chad	13
121	Rwanda	13
123	Azerbaijan	12
123	Kazakhstan	12
125	Algeria	11
126	Armenia	10
126	Russian Federation	10
126	Tajikistan	10
129	Pakistan	8
130	Mongolia	6
131	China	5
131	Mozambique	5
131	Saudi Arabia	5
134	Cameroon	4
135	India	3
136	Burundi	2
136	Ethiopia	2
138	Iran, Islamic Rep.	2
139	Angola	1

SOURCE: United Nations World Tourism Organization

Other indicators

③ Quantitative measures obtained from sources other than the Executive Opinion Survey are presented in black-shaded bar graphs.

Several of these indicators were computed or provided by partners to the project (Booz & Company, the International Air Transport Association, the United Nations World Tourism Organization, the International Union for Conservation of Nature, and the World Travel & Tourism Council). Other indicators entering the TTCI were obtained from international organizations (for example, the International Monetary Fund, the World Bank, the International Telecommunication Union, the World Trade Organization, and so on) and, in some cases, from national sources.

A detailed description and full source for each variable can be found in the Technical Notes and Sources section at the end of this *Report*.

When data are not available or are out of date, "n/a" is used in lieu of the rank and the value.

For some indicators, it is possible that two or more countries reach exactly the same score. In such cases, shared rankings are indicated accordingly. For example, for variable 4.02, *Access to improved sanitation,* 99 percent of the populations of both Ireland and Croatia have access to sanitation. Therefore, these two countries share the 37th rank on this variable.

Index of Data Tables

Subindex A **T&T regulatory framework**

Subindex B **T&T business environment and infrastructure**

(Cont'd.)

Subindex C **T&T human, cultural, and natural resources**

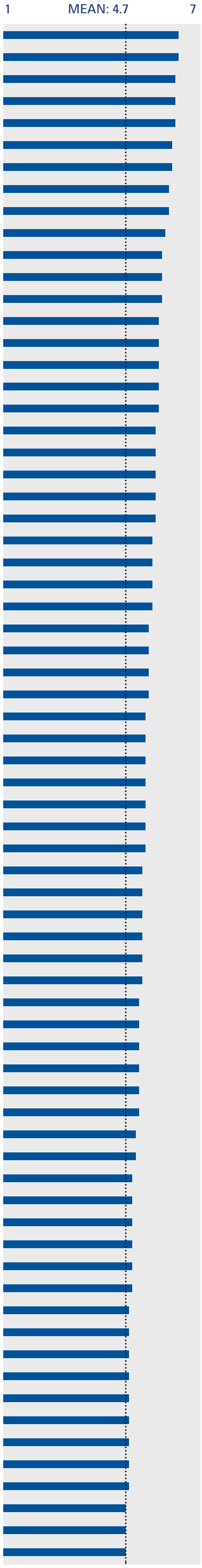
1st Pillar

Policy rules and regulations

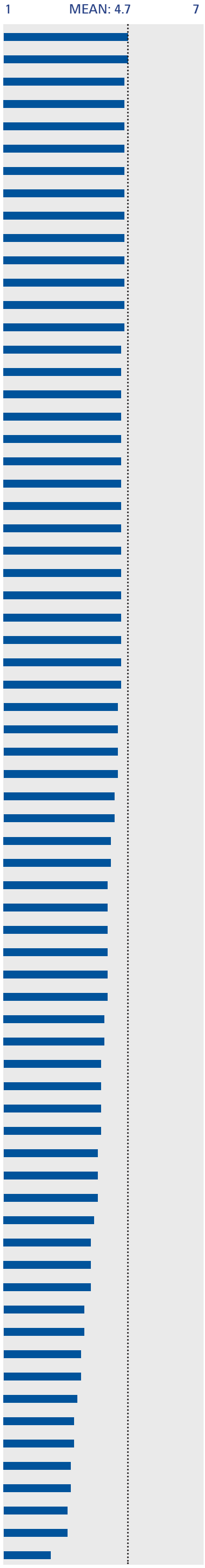
1.01 Prevalence of foreign ownership

How prevalent is foreign ownership of companies in your country? [1 = very rare; 7 = highly prevalent] | 2009–10 weighted average

RANK	COUNTRY/ECONOMY	SCORE
1	Slovak Republic	6.3
2	Singapore	6.3
3	Hong Kong SAR	6.2
4	Sweden	6.2
5	Luxembourg	6.2
6	Uruguay	6.1
7	United Kingdom	6.1
8	New Zealand	6.0
9	Chile	6.0
10	Hungary	5.9
11	Canada	5.8
12	Ireland	5.8
13	Belgium	5.8
14	Bahrain	5.7
15	Panama	5.7
16	France	5.7
17	Switzerland	5.7
18	Zambia	5.7
19	Australia	5.6
20	Costa Rica	5.6
21	Peru	5.6
22	Mexico	5.6
23	Finland	5.6
24	Norway	5.5
25	Qatar	5.5
26	Côte d'Ivoire	5.5
27	Netherlands	5.5
28	Spain	5.4
29	Botswana	5.4
30	Puerto Rico	5.4
31	Gambia, The	5.4
32	Namibia	5.3
33	Argentina	5.3
34	Austria	5.3
35	Uganda	5.3
36	Germany	5.3
37	Taiwan, China	5.3
38	El Salvador	5.3
39	Dominican Republic	5.2
40	Guatemala	5.2
41	Cameroon	5.2
42	Czech Republic	5.2
43	South Africa	5.2
44	Denmark	5.2
45	Tunisia	5.1
46	Jamaica	5.1
47	United States	5.1
48	Estonia	5.1
49	United Arab Emirates	5.1
50	Honduras	5.1
51	Montenegro	5.0
52	Barbados	5.0
53	Israel	4.9
54	Indonesia	4.9
55	Ghana	4.9
56	Malaysia	4.9
57	Senegal	4.9
58	Jordan	4.9
59	Mongolia	4.8
60	Thailand	4.8
61	Lesotho	4.8
62	Poland	4.8
63	Latvia	4.8
64	Malawi	4.8
65	Malta	4.8
66	Albania	4.8
67	Cape Verde	4.8
68	Romania	4.7
69	Kenya	4.7
70	Trinidad and Tobago	4.7



RANK	COUNTRY/ECONOMY	SCORE
71	Mozambique	4.7
72	Mauritius	4.7
73	Rwanda	4.6
74	Morocco	4.6
75	Portugal	4.6
76	Brazil	4.6
77	Timor-Leste	4.6
78	Cyprus	4.6
79	Greece	4.6
80	Sri Lanka	4.6
81	India	4.6
82	Swaziland	4.6
83	Angola	4.6
84	Saudi Arabia	4.6
85	Brunei Darussalam	4.5
86	Turkey	4.5
87	Oman	4.5
88	Nigeria	4.5
89	Georgia	4.5
90	Benin	4.5
91	Cambodia	4.5
92	Colombia	4.5
93	Azerbaijan	4.5
94	Nicaragua	4.5
95	Tanzania	4.5
96	Bosnia and Herzegovina	4.5
97	Japan	4.5
98	Lebanon	4.5
99	Lithuania	4.5
100	Egypt	4.5
101	Burkina Faso	4.4
102	Bulgaria	4.4
103	China	4.4
104	Philippines	4.4
105	Paraguay	4.3
106	Korea, Rep.	4.3
107	Serbia	4.2
108	Zimbabwe	4.2
109	Pakistan	4.1
110	Croatia	4.1
111	Armenia	4.1
112	Italy	4.1
113	Kazakhstan	4.1
114	Vietnam	4.1
115	Madagascar	4.0
116	Slovenia	4.0
117	Venezuela	3.9
118	Bangladesh	3.9
119	Ecuador	3.9
120	Moldova	3.9
121	Ukraine	3.8
122	Guyana	3.8
123	Algeria	3.8
124	Macedonia, FYR	3.7
125	Ethiopia	3.6
126	Russian Federation	3.6
127	Kyrgyz Republic	3.6
128	Tajikistan	3.4
129	Mali	3.4
130	Libya	3.3
131	Bolivia	3.3
132	Iceland	3.2
133	Mauritania	3.1
134	Chad	3.1
135	Nepal	3.0
136	Kuwait	3.0
137	Syria	2.9
138	Burundi	2.9
139	Iran, Islamic Rep.	2.4

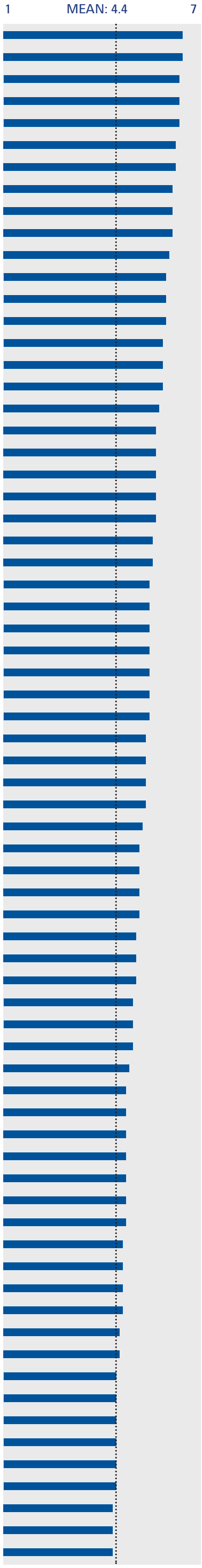


SOURCE: World Economic Forum, Executive Opinion Survey 2009, 2010

1.02 Property rights

How would you rate the protection of property rights, including financial assets, in your country? [1 = very weak; 7 = very strong] | 2009–10 weighted average

RANK	COUNTRY/ECONOMY	SCORE
1	Switzerland	6.4
2	Finland	6.4
3	Singapore	6.3
4	Hong Kong SAR	6.3
5	Sweden	6.3
6	Luxembourg	6.2
7	Austria	6.2
8	Germany	6.1
9	Norway	6.1
10	Canada	6.1
11	Denmark	6.0
12	Puerto Rico	5.9
13	Ireland	5.9
14	Australia	5.9
15	Netherlands	5.8
16	France	5.8
17	United Kingdom	5.8
18	New Zealand	5.7
19	Taiwan, China	5.6
20	Namibia	5.6
21	Bahrain	5.6
22	Barbados	5.6
23	Japan	5.6
24	Oman	5.5
25	Qatar	5.5
26	Belgium	5.4
27	Cyprus	5.4
28	Saudi Arabia	5.4
29	South Africa	5.4
30	Jordan	5.4
31	Tunisia	5.4
32	Iceland	5.4
33	Estonia	5.3
34	Malta	5.3
35	Botswana	5.3
36	Mauritius	5.3
37	Chile	5.2
38	China	5.1
39	Gambia, The	5.1
40	United States	5.1
41	Malaysia	5.1
42	Portugal	5.0
43	United Arab Emirates	5.0
44	Rwanda	5.0
45	Spain	4.9
46	Kuwait	4.9
47	Swaziland	4.9
48	Montenegro	4.8
49	Israel	4.7
50	Uruguay	4.7
51	Panama	4.7
52	Brunei Darussalam	4.7
53	Greece	4.7
54	Korea, Rep.	4.7
55	Benin	4.7
56	Egypt	4.6
57	Lebanon	4.6
58	Slovenia	4.6
59	Poland	4.6
60	Ethiopia	4.5
61	India	4.5
62	Syria	4.4
63	Morocco	4.4
64	Sri Lanka	4.4
65	Czech Republic	4.4
66	Hungary	4.4
67	Costa Rica	4.4
68	Lithuania	4.3
69	Italy	4.3
70	Iran, Islamic Rep.	4.3
71	Latvia	4.3
72	Brazil	4.3
73	Jamaica	4.3
74	Slovak Republic	4.2
75	Trinidad and Tobago	4.2
76	Ghana	4.2
77	Malawi	4.2
78	Burkina Faso	4.2
79	Romania	4.2
80	Zambia	4.1
81	Vietnam	4.1
82	El Salvador	4.1
83	Turkey	4.0
84	Indonesia	4.0
85	Senegal	4.0
86	Dominican Republic	4.0
87	Croatia	4.0
88	Mexico	3.9
89	Thailand	3.9
90	Azerbaijan	3.9
91	Colombia	3.8
92	Peru	3.8
93	Honduras	3.8
94	Uganda	3.8
95	Guyana	3.7
96	Cameroon	3.7
97	Tajikistan	3.7
98	Armenia	3.7
99	Philippines	3.7
100	Cape Verde	3.7
101	Lesotho	3.7
102	Guatemala	3.7
103	Kenya	3.7
104	Tanzania	3.7
105	Macedonia, FYR	3.6
106	Algeria	3.6
107	Pakistan	3.6
108	Mauritania	3.5
109	Mali	3.5
110	Cambodia	3.5
111	Libya	3.5
112	Kazakhstan	3.5
113	Bangladesh	3.4
114	Côte d'Ivoire	3.4
115	Mongolia	3.4
116	Albania	3.3
117	Mozambique	3.3
118	Nigeria	3.3
119	Moldova	3.3
120	Georgia	3.2
121	Bulgaria	3.2
122	Serbia	3.2
123	Ecuador	3.2
124	Nicaragua	3.1
125	Nepal	3.0
126	Madagascar	3.0
127	Burundi	3.0
128	Russian Federation	2.9
129	Paraguay	2.9
130	Angola	2.9
131	Timor-Leste	2.8
132	Kyrgyz Republic	2.8
133	Bosnia and Herzegovina	2.7
134	Argentina	2.7
135	Ukraine	2.6
136	Chad	2.4
137	Bolivia	2.2
138	Zimbabwe	2.2
139	Venezuela	1.8

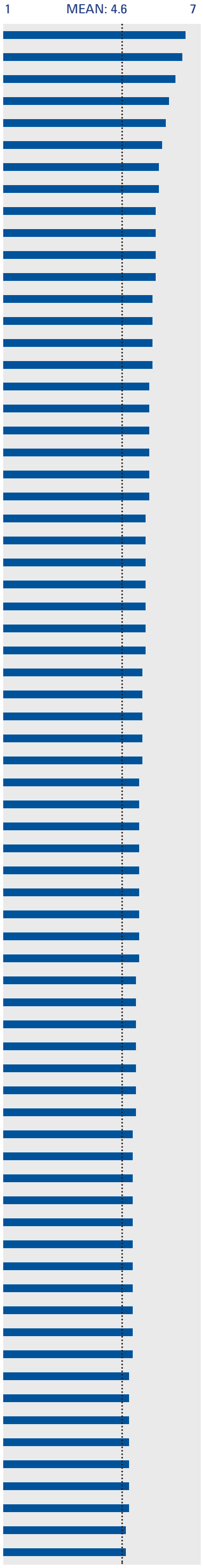


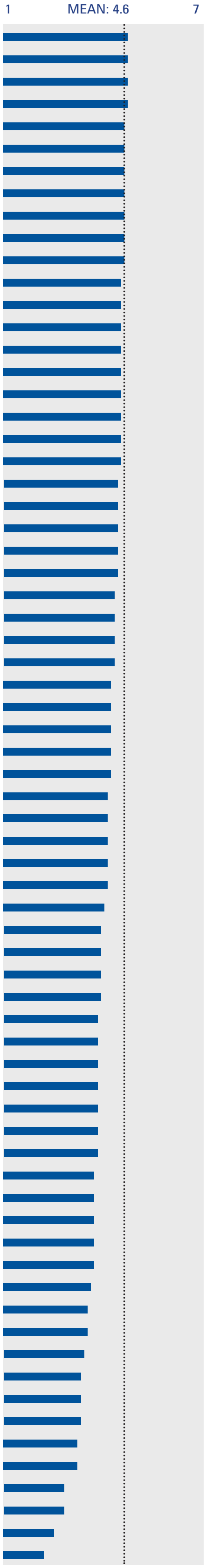
SOURCE: World Economic Forum, Executive Opinion Survey 2009, 2010

1.03 Business impact of rules on FDI

To what extent do rules governing foreign direct investment (FDI) encourage or discourage it? [1 = strongly discourage FDI; 7 = strongly encourage FDI] | 2009–10 weighted average

RANK	COUNTRY/ECONOMY	SCORE
1	Singapore	6.5
2	Ireland	6.4
3	Hong Kong SAR	6.2
4	Luxembourg	6.0
5	Bahrain	5.9
6	Tunisia	5.8
7	Malta	5.7
8	Mauritius	5.7
9	Uruguay	5.6
10	Qatar	5.6
11	Panama	5.6
12	Chile	5.6
13	Slovak Republic	5.5
14	United Kingdom	5.5
15	Sweden	5.5
16	United Arab Emirates	5.5
17	Peru	5.4
18	China	5.4
19	Rwanda	5.4
20	Taiwan, China	5.4
21	Montenegro	5.4
22	Czech Republic	5.4
23	Estonia	5.3
24	Gambia, The	5.3
25	Botswana	5.3
26	Switzerland	5.3
27	Uganda	5.3
28	Puerto Rico	5.3
29	Vietnam	5.3
30	Zambia	5.2
31	Malaysia	5.2
32	Belgium	5.2
33	Cyprus	5.2
34	Bangladesh	5.2
35	Saudi Arabia	5.1
36	Costa Rica	5.1
37	Cambodia	5.1
38	Netherlands	5.1
39	Thailand	5.1
40	Barbados	5.1
41	Finland	5.1
42	Namibia	5.1
43	Sri Lanka	5.1
44	Georgia	5.0
45	Jordan	5.0
46	India	5.0
47	Austria	5.0
48	Canada	5.0
49	Indonesia	5.0
50	Portugal	5.0
51	Jamaica	4.9
52	Trinidad and Tobago	4.9
53	Albania	4.9
54	Oman	4.9
55	New Zealand	4.9
56	Ghana	4.9
57	Australia	4.9
58	Turkey	4.9
59	Dominican Republic	4.9
60	Hungary	4.9
61	Lebanon	4.9
62	France	4.8
63	Germany	4.8
64	Mexico	4.8
65	Israel	4.8
66	El Salvador	4.8
67	Côte d'Ivoire	4.8
68	Burkina Faso	4.8
69	Mozambique	4.7
70	Brunei Darussalam	4.7
71	South Africa	4.7
72	Cape Verde	4.7
73	Pakistan	4.7
74	Morocco	4.7
75	Egypt	4.6
76	Spain	4.6
77	United States	4.6
78	Denmark	4.6
79	Ethiopia	4.6
80	Lesotho	4.6
81	Brazil	4.6
82	Azerbaijan	4.5
83	Norway	4.5
84	Kenya	4.5
85	Guyana	4.5
86	Nigeria	4.5
87	Malawi	4.5
88	Colombia	4.5
89	Tanzania	4.5
90	Romania	4.5
91	Japan	4.4
92	Senegal	4.4
93	Benin	4.4
94	Poland	4.4
95	Guatemala	4.4
96	Honduras	4.3
97	Korea, Rep.	4.3
98	Philippines	4.3
99	Swaziland	4.3
100	Moldova	4.2
101	Kazakhstan	4.2
102	Armenia	4.2
103	Latvia	4.2
104	Timor-Leste	4.2
105	Mongolia	4.1
106	Nicaragua	4.1
107	Tajikistan	4.1
108	Cameroon	4.1
109	Mauritania	4.1
110	Nepal	4.0
111	Madagascar	3.9
112	Mali	3.9
113	Bosnia and Herzegovina	3.9
114	Syria	3.9
115	Macedonia, FYR	3.8
116	Slovenia	3.8
117	Burundi	3.8
118	Italy	3.8
119	Paraguay	3.8
120	Angola	3.8
121	Libya	3.8
122	Greece	3.7
123	Serbia	3.7
124	Lithuania	3.7
125	Algeria	3.7
126	Bulgaria	3.7
127	Russian Federation	3.6
128	Ukraine	3.5
129	Iran, Islamic Rep.	3.5
130	Kuwait	3.4
131	Croatia	3.3
132	Chad	3.3
133	Iceland	3.3
134	Argentina	3.2
135	Kyrgyz Republic	3.2
136	Zimbabwe	2.8
137	Bolivia	2.8
138	Ecuador	2.5
139	Venezuela	2.2





SOURCE: World Economic Forum, Executive Opinion Survey 2009, 2010

1.04 Visa requirements

Number of countries whose citizens are exempt from obtaining a visa (= 1) or able to obtain one upon arrival (= 0.5) out of all UN countries | 2010

RANK	COUNTRY/ECONOMY	SCORE
1	Malaysia	163
2	Singapore	159
3	Philippines	151
4	Hong Kong SAR	143
5	Barbados	112
6	Korea, Rep.	110
7	Vietnam	103
8	Mauritius	99
9	Dominican Republic	98
10	Jamaica	98
10	Nepal	98
12	Madagascar	97
12	Peru	97
12	Timor-Leste	97
15	Cambodia	95
16	Tunisia	89
17	Chile	88
17	Colombia	88
19	Costa Rica	87
19	Honduras	87
19	Ireland	87
22	Guatemala	85
22	Israel	85
22	Nicaragua	85
22	United Kingdom	85
26	El Salvador	84
27	Turkey	83
28	Georgia	82
29	Botswana	79
29	Gambia, The	79
31	Zambia	78
32	Argentina	77
33	Trinidad and Tobago	76
34	Macedonia, FYR	74
35	Montenegro	72
35	Swaziland	72
37	Malawi	71
38	Croatia	70
38	Lesotho	70
38	South Africa	70
41	Jordan	70
42	Austria	68
42	Belgium	68
42	Bulgaria	68
42	Cyprus	68
42	Czech Republic	68
42	Denmark	68
42	Estonia	68
42	Finland	68
42	France	68
42	Germany	68
42	Greece	68
42	Hungary	68
42	Iceland	68
42	Italy	68
42	Latvia	68
42	Lithuania	68
42	Luxembourg	68
42	Malta	68
42	Netherlands	68
42	Norway	68
42	Panama	68
42	Poland	68
42	Portugal	68
42	Romania	68
42	Slovak Republic	68
42	Slovenia	68
42	Spain	68
42	Sweden	68
42	Switzerland	68
42	Uruguay	68
72	Morocco	67
73	Bosnia and Herzegovina	66
74	Brazil	65
75	Venezuela	63
76	Japan	61
77	Egypt	61
78	Serbia	59
79	Thailand	59
80	Ecuador	58
81	Zimbabwe	58
82	New Zealand	57
83	Albania	55
83	Lebanon	55
85	Canada	53
85	Paraguay	53
87	Ukraine	52
88	Brunei Darussalam	52
89	Mexico	50
90	Bolivia	49
90	Namibia	49
92	Tanzania	47
93	Moldova	45
94	Indonesia	41
95	Kenya	40
95	Sri Lanka	40
97	Oman	39
98	Guyana	37
98	Puerto Rico	37
98	Taiwan, China	37
98	United States	37
102	Uganda	33
103	Kyrgyz Republic	28
104	Mauritania	25
105	Qatar	24
106	Côte d'Ivoire	23
106	Senegal	23
108	Bahrain	22
108	Bangladesh	22
108	Mali	22
108	United Arab Emirates	22
112	Kuwait	22
113	Syria	20
114	Ghana	18
114	Nigeria	18
116	Australia	17
117	Burkina Faso	16
117	Cape Verde	16
117	Libya	16
120	Benin	14
121	Chad	13
121	Rwanda	13
123	Azerbaijan	12
123	Kazakhstan	12
125	Algeria	11
126	Armenia	10
126	Russian Federation	10
126	Tajikistan	10
129	Pakistan	8
130	Mongolia	6
131	China	5
131	Mozambique	5
131	Saudi Arabia	5
134	Cameroon	4
135	India	3
136	Burundi	2
136	Ethiopia	2
138	Iran, Islamic Rep.	2
139	Angola	1

SOURCE: United Nations World Tourism Organization

1.05 Openness of bilateral Air Service Agreements

Index measuring the average openness of Air Service Agreements | 2005

RANK	COUNTRY/ECONOMY	SCORE
1	El Salvador	33.7
2	Honduras	32.7
3	Guatemala	31.9
4	Dominican Republic	28.9
5	Nicaragua	26.5
6	Jamaica	24.7
7	Peru	22.7
8	United States	22.6
9	Costa Rica	22.0
10	Canada	20.2
11	Panama	19.2
12	Chile	18.9
12	Poland	18.9
14	Brunei Darussalam	16.7
15	Luxembourg	16.5
16	Cape Verde	16.4
16	Germany	16.4
18	Iceland	15.6
19	Denmark	15.3
20	Portugal	15.1
21	Japan	14.8
21	Netherlands	14.8
23	Mexico	14.6
24	Barbados	14.1
25	Swaziland	14.0
26	Hong Kong SAR	13.5
27	New Zealand	13.4
28	Ireland	13.3
29	Philippines	13.1
30	Italy	13.0
30	Singapore	13.0
32	Indonesia	12.9
33	Czech Republic	12.8
34	Belgium	12.6
35	Ecuador	12.5
36	Finland	12.4
37	Paraguay	12.2
38	Brazil	12.1
38	Jordan	12.1
40	United Kingdom	12.0
41	Israel	11.9
42	Colombia	11.8
43	Korea, Rep.	11.7
44	Trinidad and Tobago	11.5
44	Turkey	11.5
46	United Arab Emirates	11.3
47	Croatia	11.2
47	Hungary	11.2
47	Uruguay	11.2
50	Azerbaijan	11.1
51	Namibia	10.9
52	Greece	10.8
53	Malaysia	10.7
53	Qatar	10.7
55	Austria	10.6
56	Morocco	10.5
57	Ethiopia	10.4
58	Libya	10.3
59	Bahrain	10.2
60	Ghana	9.9
60	Tunisia	9.9
62	Thailand	9.9
63	South Africa	9.9
64	Cameroon	9.8
65	Switzerland	9.8
66	Lebanon	9.7
67	Pakistan	9.6
68	Zambia	9.6
69	Albania	9.5
69	Bolivia	9.5
69	Egypt	9.5
72	Chad	9.4
73	Norway	9.4
74	France	9.4
75	Bosnia and Herzegovina	9.3
75	Malta	9.3
75	Saudi Arabia	9.3
78	Australia	9.0
78	Gambia, The	9.0
78	Sweden	9.0
81	Argentina	8.8
81	Mozambique	8.8
81	Slovak Republic	8.8
84	Sri Lanka	8.6
85	Romania	8.5
86	Spain	8.3
87	Mauritania	8.2
87	Syria	8.2
89	Cambodia	8.1
89	Senegal	8.1
91	Armenia	8.0
91	Lithuania	8.0
91	Venezuela	8.0
91	Vietnam	8.0
95	India	7.9
96	Malawi	7.8
97	Madagascar	7.7
98	Nigeria	7.5
98	Zimbabwe	7.5
100	Côte d'Ivoire	7.4
101	Oman	7.3
102	Bulgaria	7.0
103	Kazakhstan	6.9
104	Uganda	6.7
105	Botswana	6.5
106	Mauritius	6.2
106	Rwanda	6.2
108	Algeria	6.1
108	Mali	6.1
108	Ukraine	6.1
111	Guyana	6.0
112	Bangladesh	5.8
112	Tanzania	5.8
114	Iran, Islamic Rep.	5.7
114	Mongolia	5.7
116	China	5.5
117	Burundi	5.4
117	Latvia	5.4
119	Kenya	5.2
120	Macedonia, FYR	5.1
121	Georgia	4.9
122	Cyprus	4.6
123	Kyrgyz Republic	4.5
124	Moldova	4.4
125	Russian Federation	4.2
126	Benin	3.9
126	Slovenia	3.9
128	Estonia	3.0
128	Nepal	3.0
130	Kuwait	2.3
131	Burkina Faso	1.9
132	Angola	1.0
133	Lesotho	0.1
n/a	Montenegro	n/a
n/a	Puerto Rico	n/a
n/a	Serbia	n/a
n/a	Taiwan, China	n/a
n/a	Tajikistan	n/a
n/a	Timor-Leste	n/a

SOURCE: World Trade Organization

1.06 Transparency of government policymaking

How easy is it for businesses in your country to obtain information about changes in government policies and regulations affecting their activities? [1 = impossible; 7 = extremely easy] | 2009–10 weighted average

RANK	COUNTRY/ECONOMY	SCORE
1	Singapore	6.3
2	Hong Kong SAR	6.2
3	New Zealand	6.0
4	Luxembourg	5.9
5	Switzerland	5.8
6	Sweden	5.8
7	Taiwan, China	5.7
8	Finland	5.6
9	Denmark	5.6
10	Chile	5.6
11	Canada	5.5
12	Norway	5.4
13	Germany	5.4
14	Estonia	5.4
15	Qatar	5.3
16	Iceland	5.3
17	Austria	5.3
18	Netherlands	5.2
19	Australia	5.2
20	Tunisia	5.2
21	Barbados	5.2
22	Rwanda	5.1
23	Slovenia	5.1
24	Mauritius	5.1
25	Ireland	5.1
26	Botswana	5.0
27	South Africa	5.0
28	France	4.9
29	Uruguay	4.9
30	Gambia, The	4.9
31	Cyprus	4.9
32	Oman	4.9
33	Georgia	4.9
34	United Kingdom	4.9
35	United Arab Emirates	4.8
36	Montenegro	4.8
37	Malaysia	4.8
38	China	4.8
39	Namibia	4.8
40	Saudi Arabia	4.8
41	United States	4.7
42	India	4.7
43	Bahrain	4.7
44	Benin	4.6
45	Lithuania	4.6
46	Guatemala	4.6
47	Zambia	4.6
48	Japan	4.6
49	Albania	4.6
50	Cape Verde	4.6
51	Malta	4.6
52	Panama	4.5
53	Armenia	4.5
54	Turkey	4.5
55	Jordan	4.5
56	Costa Rica	4.5
57	Malawi	4.5
58	Azerbaijan	4.5
59	Peru	4.4
60	Colombia	4.4
61	Dominican Republic	4.4
62	Belgium	4.3
63	Thailand	4.3
64	Jamaica	4.3
65	Zimbabwe	4.3
66	Mozambique	4.3
67	Moldova	4.3
68	Egypt	4.3
69	Uganda	4.3
70	Spain	4.3
71	Croatia	4.3
72	Portugal	4.3
73	Vietnam	4.3
74	El Salvador	4.2
75	Kazakhstan	4.2
76	Morocco	4.2
77	Latvia	4.2
78	Mali	4.2
79	Mexico	4.2
80	Macedonia, FYR	4.2
81	Trinidad and Tobago	4.2
82	Slovak Republic	4.2
83	Honduras	4.2
84	Guyana	4.1
85	Tanzania	4.1
86	Burkina Faso	4.1
87	Brazil	4.1
88	Brunei Darussalam	4.1
89	Greece	4.1
90	Israel	4.1
91	Indonesia	4.1
92	Mauritania	4.1
93	Swaziland	4.1
94	Hungary	4.0
95	Kyrgyz Republic	4.0
96	Puerto Rico	4.0
97	Serbia	4.0
98	Nepal	4.0
99	Ghana	3.9
100	Ethiopia	3.9
101	Tajikistan	3.9
102	Czech Republic	3.9
103	Senegal	3.9
104	Lebanon	3.9
105	Russian Federation	3.8
106	Bangladesh	3.8
107	Sri Lanka	3.8
108	Paraguay	3.8
109	Kenya	3.8
110	Côte d'Ivoire	3.8
111	Korea, Rep.	3.8
112	Ecuador	3.7
113	Poland	3.7
114	Ukraine	3.7
115	Pakistan	3.7
116	Nicaragua	3.7
117	Cameroon	3.7
118	Kuwait	3.7
119	Italy	3.7
120	Mongolia	3.6
121	Algeria	3.6
122	Lesotho	3.6
123	Philippines	3.6
124	Iran, Islamic Rep.	3.6
125	Cambodia	3.6
126	Nigeria	3.6
127	Angola	3.5
128	Madagascar	3.5
129	Argentina	3.5
130	Bulgaria	3.5
131	Timor-Leste	3.4
132	Bolivia	3.4
133	Syria	3.3
134	Burundi	3.3
135	Libya	3.0
136	Venezuela	3.0
137	Romania	2.9
138	Chad	2.8
139	Bosnia and Herzegovina	2.7

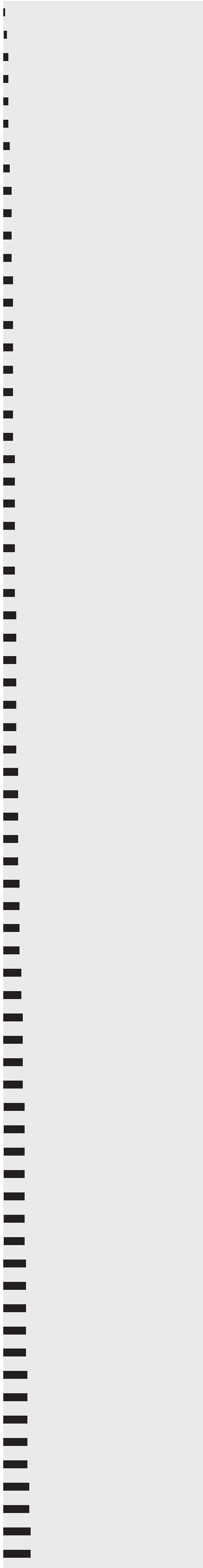
1 MEAN: 4.4 7

SOURCE: World Economic Forum, Executive Opinion Survey 2009, 2010

1.07 Time required to start a business

Number of days required to start a business | 2010

RANK	COUNTRY/ECONOMY	SCORE
1	New Zealand	1
2	Australia	2
3	Georgia	3
3	Macedonia, FYR	3
3	Rwanda	3
3	Singapore	3
7	Belgium	4
7	Hungary	4
9	Albania	5
9	Canada	5
9	Iceland	5
9	Saudi Arabia	5
13	Denmark	6
13	Hong Kong SAR	6
13	Italy	6
13	Mauritius	6
13	Portugal	6
13	Slovenia	6
13	Turkey	6
13	United States	6
21	Croatia	7
21	Egypt	7
21	Estonia	7
21	France	7
21	Madagascar	7
21	Norway	7
21	Puerto Rico	7
28	Azerbaijan	8
28	Cyprus	8
28	Iran, Islamic Rep.	8
28	Jamaica	8
28	Mali	8
28	Netherlands	8
28	Senegal	8
35	Bahrain	9
35	Ethiopia	9
35	Lebanon	9
35	Mexico	9
35	Panama	9
40	Kyrgyz Republic	10
40	Moldova	10
40	Montenegro	10
40	Romania	10
44	Cape Verde	11
44	Tunisia	11
46	Ghana	12
46	Morocco	12
46	Oman	12
46	Qatar	12
50	Ireland	13
50	Jordan	13
50	Mongolia	13
50	Mozambique	13
50	Serbia	13
50	Syria	13
50	United Kingdom	13
57	Burkina Faso	14
57	Colombia	14
57	Finland	14
57	Honduras	14
57	Korea, Rep.	14
62	Armenia	15
62	Germany	15
62	Sweden	15
62	Taiwan, China	15
62	United Arab Emirates	15
67	Latvia	16
67	Slovak Republic	16
69	El Salvador	17
69	Malaysia	17
71	Bulgaria	18
71	Zambia	18
73	Bangladesh	19
73	Cameroon	19
73	Dominican Republic	19
73	Greece	19
73	Kazakhstan	19
73	Luxembourg	19
73	Mauritania	19
80	Czech Republic	20
80	Switzerland	20
82	Pakistan	21
83	Chile	22
83	Lithuania	22
83	South Africa	22
86	Japan	23
87	Algeria	24
88	Uganda	25
89	Argentina	26
90	Gambia, The	27
90	Peru	27
90	Tajikistan	27
90	Ukraine	27
94	Austria	28
95	India	29
95	Tanzania	29
97	Guyana	30
97	Russian Federation	30
99	Benin	31
99	Nepal	31
99	Nigeria	31
102	Burundi	32
102	Poland	32
102	Thailand	32
105	Kenya	33
106	Israel	34
107	Kuwait	35
107	Paraguay	35
107	Sri Lanka	35
110	Guatemala	37
111	China	38
111	Philippines	38
113	Malawi	39
113	Nicaragua	39
115	Côte d'Ivoire	40
115	Lesotho	40
117	Trinidad and Tobago	43
118	Vietnam	44
119	Indonesia	47
119	Spain	47
121	Bolivia	50
122	Bosnia and Herzegovina	55
123	Ecuador	56
123	Swaziland	56
125	Costa Rica	60
126	Botswana	61
127	Uruguay	65
128	Namibia	66
129	Angola	68
130	Chad	75
131	Timor-Leste	83
132	Cambodia	85
133	Zimbabwe	90
134	Brunei Darussalam	105
135	Brazil	120
136	Venezuela	141
n/a	Barbados	n/a
n/a	Libya	n/a
n/a	Malta	n/a

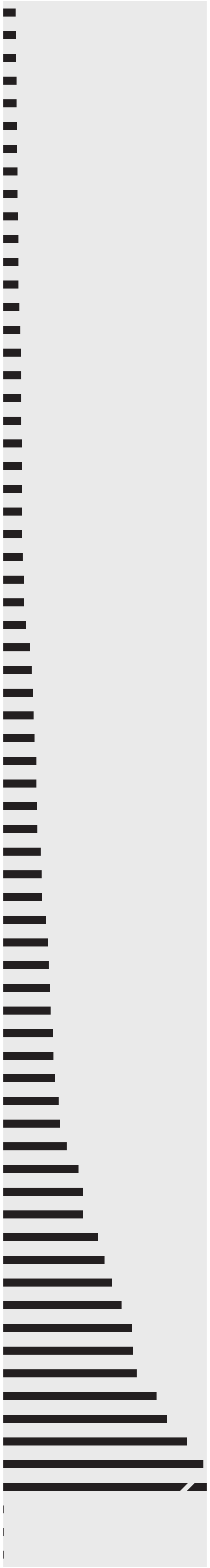


SOURCE: The World Bank, *Doing Business 2010*

1.08 Cost to start a business

Cost to start a business as a percentage of GNI per capita | 2010

RANK	COUNTRY/ECONOMY	SCORE
1	Denmark	0.0
1	Slovenia	0.0
3	Canada	0.4
3	Ireland	0.4
3	New Zealand	0.4
6	Sweden	0.6
7	Australia	0.7
7	Puerto Rico	0.7
7	Singapore	0.7
7	United Kingdom	0.7
11	Bahrain	0.8
11	Trinidad and Tobago	0.8
13	France	0.9
14	Kazakhstan	1.0
15	Finland	1.1
16	Kuwait	1.3
17	United States	1.4
18	Latvia	1.5
19	Bulgaria	1.6
20	Norway	1.8
21	Estonia	1.9
21	Montenegro	1.9
21	Slovak Republic	1.9
24	Hong Kong SAR	2.0
25	Luxembourg	2.1
25	Switzerland	2.1
27	Botswana	2.2
28	Iceland	2.3
29	Macedonia, FYR	2.5
30	Romania	2.6
31	Lithuania	2.8
32	Armenia	3.1
32	Azerbaijan	3.1
34	Mongolia	3.2
35	Oman	3.3
36	Russian Federation	3.6
37	Kyrgyz Republic	3.7
38	Mauritius	3.8
39	Iran, Islamic Rep.	4.0
40	Taiwan, China	4.1
41	Israel	4.3
42	China	4.5
43	Germany	4.8
44	Georgia	5.0
44	Tunisia	5.0
46	Austria	5.2
46	Jamaica	5.2
48	Belgium	5.4
48	Sri Lanka	5.4
50	Thailand	5.6
51	Netherlands	5.7
52	South Africa	6.0
53	Ukraine	6.1
54	Egypt	6.3
55	United Arab Emirates	6.4
56	Portugal	6.5
57	Chile	6.8
58	Saudi Arabia	7.0
59	Brazil	7.3
60	Japan	7.5
61	Serbia	7.9
62	Hungary	8.2
63	Croatia	8.6
64	Rwanda	8.8
65	Czech Republic	9.3
66	Qatar	9.7
67	Panama	10.3
68	Costa Rica	10.5
69	Pakistan	10.7
70	Moldova	10.9
71	Vietnam	12.1
72	Mexico	12.3
73	Cyprus	12.6
74	Algeria	12.9
74	Madagascar	12.9
76	Brunei Darussalam	13.5
77	Peru	13.6
78	Mozambique	13.9
79	Ethiopia	14.1
80	Argentina	14.2
81	Colombia	14.7
81	Korea, Rep.	14.7
83	Spain	15.1
84	Morocco	15.8
85	Albania	16.8
86	Turkey	17.2
87	Malaysia	17.5
87	Poland	17.5
89	Bosnia and Herzegovina	17.7
90	Timor-Leste	18.4
91	Cape Verde	18.5
91	Italy	18.5
91	Namibia	18.5
94	Guyana	18.7
95	Dominican Republic	19.2
96	Ghana	20.3
97	Greece	20.7
98	Indonesia	22.3
99	Lesotho	26.0
100	Zambia	27.9
101	Philippines	29.7
102	Venezuela	30.2
103	Tanzania	30.9
104	Ecuador	32.6
105	Swaziland	33.0
106	Bangladesh	33.3
107	Mauritania	33.6
108	Tajikistan	36.9
109	Syria	38.1
110	Kenya	38.3
111	Uruguay	42.1
112	Jordan	44.6
113	El Salvador	45.0
114	Nepal	46.6
115	Honduras	47.2
116	Guatemala	49.1
117	Burkina Faso	49.8
118	Cameroon	51.2
119	Paraguay	55.1
120	India	56.5
121	Senegal	63.1
122	Lebanon	75.0
123	Nigeria	78.9
124	Mali	79.7
125	Uganda	94.4
126	Bolivia	100.8
127	Malawi	108.4
128	Nicaragua	117.9
129	Cambodia	128.3
130	Burundi	129.3
131	Côte d'Ivoire	133.0
132	Benin	152.6
133	Angola	163.0
134	Zimbabwe	182.8
135	Gambia, The	199.6
136	Chad	226.9
n/a	Barbados	n/a
n/a	Libya	n/a
n/a	Malta	n/a



SOURCE: The World Bank, *Doing Business 2010*

1.09 GATS commitments restrictiveness index of T&T services

GATS commitments restrictiveness index of Travel & Tourism services | 2006–09

RANK	COUNTRY/ECONOMY	SCORE
1	Namibia	97.1
2	Trinidad and Tobago	94.9
3	Burundi	87.5
3	Moldova	87.5
5	Finland	87.0
6	United States	86.8
7	Albania	84.9
7	Chad	84.9
9	Benin	82.7
9	Côte d'Ivoire	82.7
11	Mongolia	81.3
12	Turkey	78.9
12	Uganda	78.9
14	Angola	77.2
14	Rwanda	77.2
16	Iceland	75.2
17	Argentina	75.0
17	Estonia	75.0
17	Gambia, The	75.0
17	Kyrgyz Republic	75.0
17	Malawi	75.0
17	New Zealand	75.0
17	Nigeria	75.0
17	Norway	75.0
17	Uruguay	75.0
17	Zambia	75.0
27	Paraguay	74.8
28	Saudi Arabia	74.5
29	Jordan	74.1
30	Zimbabwe	73.5
31	Ecuador	72.8
31	Ghana	72.8
31	Hungary	72.8
31	Venezuela	72.8
35	Morocco	72.6
36	Jamaica	72.2
37	China	71.7
37	Swaziland	71.7
39	Cambodia	69.1
40	South Africa	68.8
41	Sweden	68.4
41	United Arab Emirates	68.4
43	Indonesia	66.7
43	Nepal	66.7
43	Oman	66.7
46	Canada	66.2
46	Mali	66.2
46	Vietnam	66.2
49	Latvia	65.4
50	Austria	64.7
51	Romania	62.9
52	Burkina Faso	62.3
52	Kenya	62.3
52	Philippines	62.3
55	Egypt	60.7
55	Guatemala	60.7
55	Poland	60.7
58	Singapore	59.0
59	Mauritania	57.0
60	France	56.3
61	Tanzania	55.2
62	Greece	54.7
63	Malaysia	54.6
63	Malta	54.6
65	Denmark	53.1
65	Germany	53.1
65	Ireland	53.1
65	Luxembourg	53.1
65	Netherlands	53.1
65	Spain	53.1
65	United Kingdom	53.1
72	Armenia	52.9
72	Georgia	52.9
74	Korea, Rep.	52.8
75	Australia	52.4
75	Switzerland	52.4
77	Belgium	51.6
78	Mauritius	51.1
79	Colombia	50.7
79	Guyana	50.7
79	Panama	50.7
82	Chile	50.0
82	Slovak Republic	50.0
84	Czech Republic	49.5
85	Bolivia	48.5
85	Bulgaria	48.5
85	Nicaragua	48.5
85	Thailand	48.5
89	Italy	48.4
89	Portugal	48.4
91	Croatia	47.5
92	El Salvador	47.1
93	Tunisia	46.3
94	Japan	46.0
95	Lithuania	45.2
96	Botswana	44.7
96	Senegal	44.7
98	Honduras	44.1
98	Qatar	44.1
98	Slovenia	44.1
101	Mexico	43.8
102	Sri Lanka	38.6
103	Israel	38.1
104	Cameroon	36.4
104	Dominican Republic	36.4
106	Hong Kong SAR	35.9
107	Bangladesh	33.1
108	Kuwait	25.0
109	Costa Rica	24.3
109	Pakistan	24.3
111	Lesotho	23.5
112	India	18.2
112	Peru	18.2
114	Brazil	16.5
115	Bahrain	0.0
115	Barbados	0.0
115	Brunei Darussalam	0.0
115	Cyprus	0.0
115	Madagascar	0.0
115	Mozambique	0.0
n/a	Algeria	n/a
n/a	Azerbaijan	n/a
n/a	Bosnia and Herzegovina	n/a
n/a	Cape Verde	n/a
n/a	Ethiopia	n/a
n/a	Iran, Islamic Rep.	n/a
n/a	Kazakhstan	n/a
n/a	Lebanon	n/a
n/a	Libya	n/a
n/a	Macedonia, FYR	n/a
n/a	Montenegro	n/a
n/a	Puerto Rico	n/a
n/a	Russian Federation	n/a
n/a	Serbia	n/a
n/a	Syria	n/a
n/a	Taiwan, China	n/a
n/a	Tajikistan	n/a
n/a	Timor-Leste	n/a
n/a	Ukraine	n/a

SOURCE: World Trade Organization

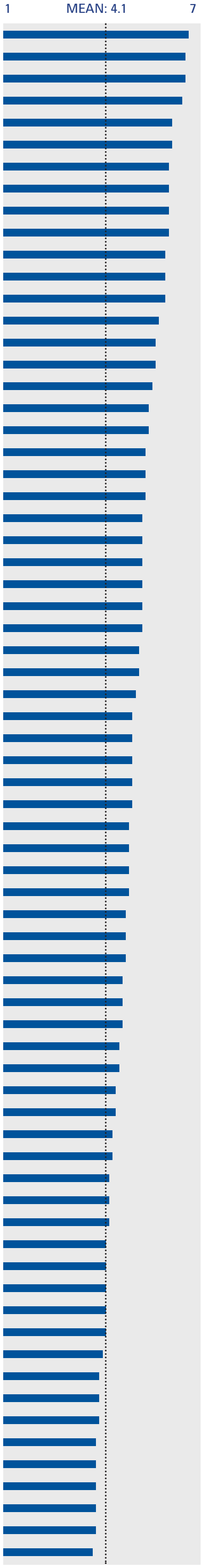
2nd Pillar

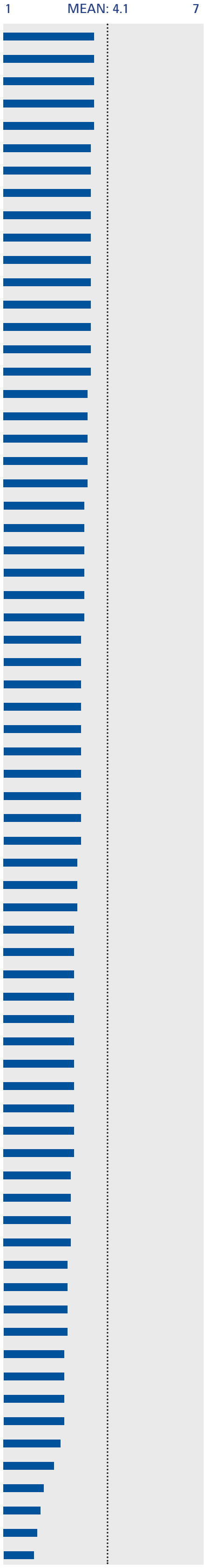
Environmental sustainability

2.01 Stringency of environmental regulation

How would you assess the stringency of your country's environmental regulations? [1 = very lax; 7 = among the world's most stringent] | 2009–10 weighted average

RANK	COUNTRY/ECONOMY	SCORE
1	Germany	6.6
2	Sweden	6.5
3	Austria	6.5
4	Switzerland	6.4
5	Finland	6.1
6	Netherlands	6.1
7	Norway	6.0
8	Denmark	6.0
9	Rwanda	6.0
10	Luxembourg	6.0
11	Japan	5.9
12	Belgium	5.9
13	New Zealand	5.9
14	Singapore	5.7
15	Oman	5.6
16	Iceland	5.6
17	Australia	5.5
18	United Kingdom	5.4
19	Puerto Rico	5.4
20	Estonia	5.3
21	France	5.3
22	Ireland	5.3
23	United States	5.2
24	Czech Republic	5.2
25	Portugal	5.2
26	Canada	5.2
27	United Arab Emirates	5.2
28	Slovak Republic	5.2
29	Brazil	5.1
30	Qatar	5.1
31	Slovenia	5.0
32	Israel	4.9
33	Tunisia	4.9
34	Namibia	4.9
35	Lithuania	4.9
36	Costa Rica	4.9
37	Bahrain	4.8
38	Spain	4.8
39	Malaysia	4.8
40	Taiwan, China	4.8
41	Uruguay	4.7
42	Chile	4.7
43	Hungary	4.7
44	Gambia, The	4.6
45	South Africa	4.6
46	Poland	4.6
47	Brunei Darussalam	4.5
48	Saudi Arabia	4.5
49	Cyprus	4.4
50	Barbados	4.4
51	Croatia	4.3
52	Botswana	4.3
53	Latvia	4.2
54	Hong Kong SAR	4.2
55	Sri Lanka	4.2
56	Italy	4.1
57	China	4.1
58	Montenegro	4.1
59	Korea, Rep.	4.1
60	Mauritius	4.1
61	Malta	4.0
62	Guyana	3.9
63	Thailand	3.9
64	Iran, Islamic Rep.	3.9
65	Jordan	3.8
66	India	3.8
67	Mexico	3.8
68	Panama	3.8
69	Chad	3.8
70	Honduras	3.7
71	Romania	3.7
72	Zambia	3.7
73	Colombia	3.7
74	Kenya	3.7
75	Indonesia	3.7
76	Swaziland	3.6
77	Ethiopia	3.6
78	Turkey	3.6
79	Ecuador	3.6
80	Peru	3.6
81	Macedonia, FYR	3.6
82	Tanzania	3.6
83	Greece	3.6
84	Morocco	3.6
85	Nicaragua	3.6
86	Malawi	3.6
87	Zimbabwe	3.5
88	Mozambique	3.5
89	Ghana	3.5
90	Cape Verde	3.5
91	Azerbaijan	3.5
92	Jamaica	3.4
93	Algeria	3.4
94	Benin	3.4
95	Georgia	3.4
96	Russian Federation	3.4
97	Dominican Republic	3.4
98	Kazakhstan	3.3
99	Angola	3.3
100	El Salvador	3.3
101	Kuwait	3.3
102	Trinidad and Tobago	3.3
103	Guatemala	3.3
104	Burkina Faso	3.3
105	Philippines	3.3
106	Cambodia	3.3
107	Tajikistan	3.3
108	Cameroon	3.2
109	Venezuela	3.2
110	Paraguay	3.2
111	Bolivia	3.1
112	Syria	3.1
113	Uganda	3.1
114	Serbia	3.1
115	Egypt	3.1
116	Lesotho	3.1
117	Moldova	3.1
118	Senegal	3.1
119	Argentina	3.1
120	Armenia	3.1
121	Nigeria	3.1
122	Madagascar	3.0
123	Pakistan	3.0
124	Mauritania	3.0
125	Bulgaria	3.0
126	Bangladesh	2.9
127	Ukraine	2.9
128	Mali	2.9
129	Timor-Leste	2.9
130	Bosnia and Herzegovina	2.8
131	Libya	2.8
132	Albania	2.8
133	Nepal	2.8
134	Vietnam	2.7
135	Kyrgyz Republic	2.5
136	Burundi	2.2
137	Mongolia	2.1
138	Côte d'Ivoire	2.0
139	Lebanon	1.9



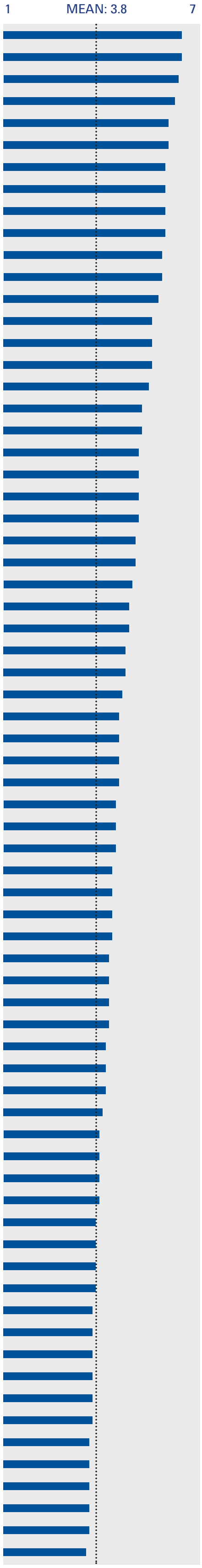


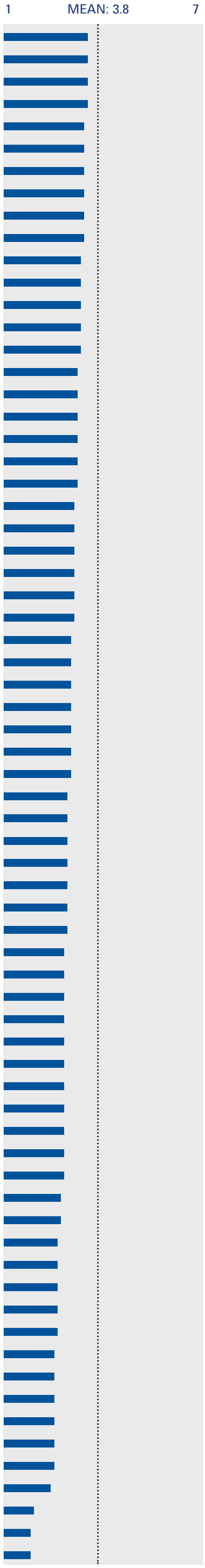
SOURCE: World Economic Forum, Executive Opinion Survey 2009, 2010

2.02 Enforcement of environmental regulation

How would you assess the enforcement of environmental regulations in your country? [1 = very lax; 7 = among the world's most rigorous] | 2009–10 weighted average

RANK	COUNTRY/ECONOMY	SCORE
1	Germany	6.4
2	Sweden	6.4
3	Switzerland	6.3
4	Austria	6.2
5	Denmark	6.0
6	Finland	6.0
7	Luxembourg	5.9
8	Rwanda	5.9
9	Netherlands	5.9
10	Norway	5.9
11	New Zealand	5.8
12	Japan	5.8
13	Singapore	5.7
14	Australia	5.5
15	Iceland	5.5
16	Belgium	5.5
17	Oman	5.4
18	Canada	5.2
19	United Kingdom	5.2
20	United Arab Emirates	5.1
21	Qatar	5.1
22	United States	5.1
23	Ireland	5.1
24	Puerto Rico	5.0
25	France	5.0
26	Estonia	4.9
27	Czech Republic	4.8
28	Tunisia	4.8
29	Bahrain	4.7
30	Namibia	4.7
31	Malaysia	4.6
32	Saudi Arabia	4.5
33	Uruguay	4.5
34	Gambia, The	4.5
35	Israel	4.5
36	Costa Rica	4.4
37	Slovenia	4.4
38	Chile	4.4
39	Brunei Darussalam	4.3
40	Taiwan, China	4.3
41	Lithuania	4.3
42	Hong Kong SAR	4.3
43	Cyprus	4.2
44	Spain	4.2
45	Botswana	4.2
46	Portugal	4.2
47	Poland	4.1
48	Chad	4.1
49	Sri Lanka	4.1
50	Korea, Rep.	4.0
51	Slovak Republic	3.9
52	Latvia	3.9
53	China	3.9
54	Barbados	3.9
55	Mauritius	3.8
56	Montenegro	3.8
57	Jordan	3.8
58	South Africa	3.8
59	Malta	3.7
60	Swaziland	3.7
61	Brazil	3.7
62	Croatia	3.7
63	Thailand	3.7
64	Iran, Islamic Rep.	3.7
65	Zambia	3.6
66	Indonesia	3.6
67	Guyana	3.6
68	Tanzania	3.6
69	Kenya	3.6
70	Ethiopia	3.5
71	Hungary	3.5
72	Panama	3.5
73	Malawi	3.5
74	Azerbaijan	3.5
75	Turkey	3.4
76	Benin	3.4
77	Macedonia, FYR	3.4
78	Georgia	3.4
79	Morocco	3.4
80	India	3.4
81	Italy	3.3
82	Mexico	3.3
83	Honduras	3.3
84	Tajikistan	3.3
85	Colombia	3.3
86	Mozambique	3.2
87	Ecuador	3.2
88	Romania	3.2
89	Kuwait	3.2
90	Ghana	3.2
91	Nicaragua	3.2
92	Algeria	3.1
93	Zimbabwe	3.1
94	Jamaica	3.1
95	Madagascar	3.1
96	Cambodia	3.1
97	Burkina Faso	3.1
98	Libya	3.0
99	Greece	3.0
100	Cameroon	3.0
101	Kazakhstan	3.0
102	Nigeria	3.0
103	Vietnam	3.0
104	El Salvador	3.0
105	Senegal	2.9
106	Peru	2.9
107	Uganda	2.9
108	Guatemala	2.9
109	Egypt	2.9
110	Cape Verde	2.9
111	Dominican Republic	2.9
112	Moldova	2.8
113	Timor-Leste	2.8
114	Lesotho	2.8
115	Russian Federation	2.8
116	Trinidad and Tobago	2.8
117	Philippines	2.8
118	Bulgaria	2.8
119	Bosnia and Herzegovina	2.8
120	Pakistan	2.8
121	Bolivia	2.8
122	Mali	2.8
123	Syria	2.7
124	Serbia	2.7
125	Bangladesh	2.6
126	Armenia	2.6
127	Paraguay	2.6
128	Ukraine	2.6
129	Mauritania	2.6
130	Venezuela	2.5
131	Angola	2.5
132	Albania	2.5
133	Nepal	2.5
134	Argentina	2.5
135	Kyrgyz Republic	2.5
136	Burundi	2.4
137	Mongolia	1.9
138	Côte d'Ivoire	1.8
139	Lebanon	1.8



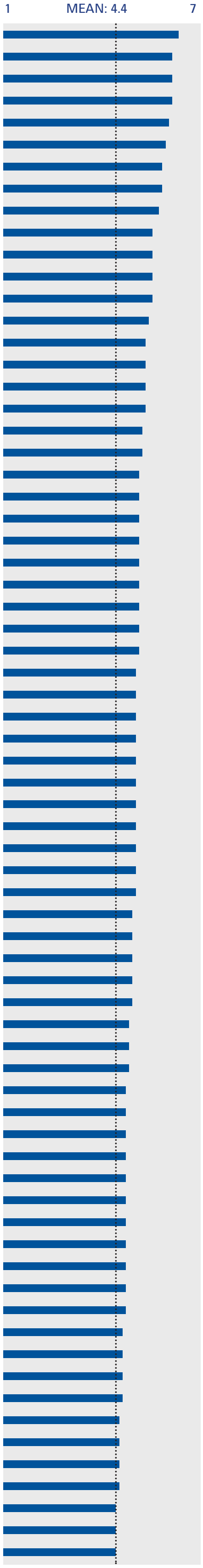


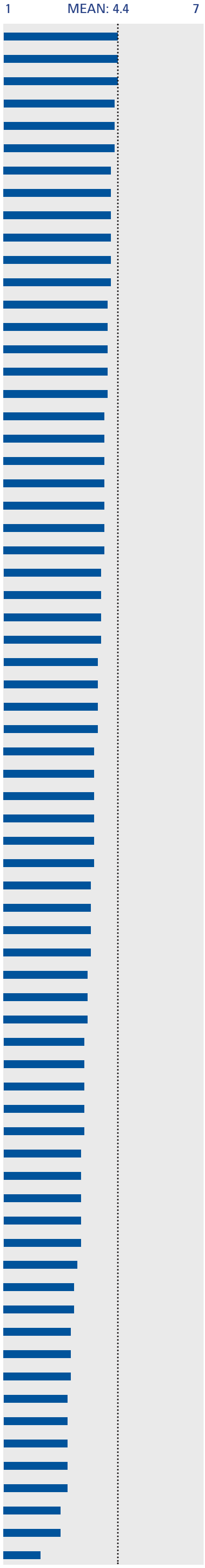
SOURCE: World Economic Forum, Executive Opinion Survey 2009, 2010

2.03 Sustainability of T&T industry development

How would you assess the effectiveness of your government's efforts to ensure that the T&T sector is being developed in a sustainable way? [1 = very ineffective—development of the sector does not take into account issues related to environmental protection and sustainable development; 7 = very effective—issues related to environmental protection and sustainable development are at the core of the government's strategy] | 2009–10 weighted average

RANK	COUNTRY/ECONOMY	SCORE
1	Rwanda	6.3
2	Austria	6.1
3	United Arab Emirates	6.1
4	Singapore	6.1
5	New Zealand	6.0
6	Barbados	5.9
7	Qatar	5.8
8	Oman	5.8
9	Switzerland	5.7
10	Mauritius	5.5
11	Tunisia	5.5
12	Sweden	5.5
13	Gambia, The	5.5
14	France	5.4
15	Namibia	5.3
16	Montenegro	5.3
17	Costa Rica	5.3
18	Malaysia	5.3
19	Morocco	5.2
20	Denmark	5.2
21	Luxembourg	5.1
22	Mali	5.1
23	Uruguay	5.1
24	Brunei Darussalam	5.1
25	China	5.1
26	Finland	5.1
27	Kenya	5.1
28	Botswana	5.1
29	Iceland	5.1
30	Ireland	5.0
31	Australia	5.0
32	South Africa	5.0
33	Puerto Rico	5.0
34	Netherlands	5.0
35	Bahrain	5.0
36	Sri Lanka	5.0
37	Hong Kong SAR	5.0
38	Panama	5.0
39	Thailand	5.0
40	Jamaica	5.0
41	Malta	4.9
42	United States	4.9
43	Canada	4.9
44	Portugal	4.9
45	Saudi Arabia	4.9
46	Mozambique	4.8
47	Spain	4.8
48	Egypt	4.8
49	Peru	4.7
50	Indonesia	4.7
51	Germany	4.7
52	Burkina Faso	4.7
53	Norway	4.7
54	Jordan	4.7
55	Swaziland	4.7
56	Taiwan, China	4.7
57	Cyprus	4.7
58	Dominican Republic	4.7
59	Zambia	4.7
60	Cambodia	4.6
61	Estonia	4.6
62	Benin	4.6
63	Vietnam	4.6
64	Belgium	4.5
65	Tanzania	4.5
66	United Kingdom	4.5
67	Colombia	4.5
68	Mexico	4.4
69	Malawi	4.4
70	Japan	4.4
71	Slovenia	4.4
72	Guyana	4.4
73	Turkey	4.4
74	Ecuador	4.3
75	Uganda	4.3
76	Honduras	4.3
77	Ethiopia	4.2
78	Tajikistan	4.2
79	Cape Verde	4.2
80	Georgia	4.2
81	Madagascar	4.2
82	Croatia	4.2
83	Senegal	4.1
84	Czech Republic	4.1
85	Azerbaijan	4.1
86	Ghana	4.1
87	India	4.1
88	Chile	4.0
89	El Salvador	4.0
90	Greece	4.0
91	Israel	4.0
92	Nepal	4.0
93	Albania	4.0
94	Brazil	4.0
95	Lesotho	3.9
96	Mauritania	3.9
97	Nigeria	3.9
98	Serbia	3.9
99	Syria	3.8
100	Argentina	3.8
101	Trinidad and Tobago	3.8
102	Hungary	3.8
103	Philippines	3.7
104	Macedonia, FYR	3.7
105	Armenia	3.7
106	Latvia	3.7
107	Zimbabwe	3.7
108	Chad	3.7
109	Korea, Rep.	3.6
110	Timor-Leste	3.6
111	Italy	3.6
112	Poland	3.6
113	Iran, Islamic Rep.	3.5
114	Algeria	3.5
115	Kazakhstan	3.5
116	Russian Federation	3.4
117	Lithuania	3.4
118	Romania	3.4
119	Guatemala	3.4
120	Nicaragua	3.4
121	Libya	3.3
122	Cameroon	3.3
123	Bulgaria	3.3
124	Lebanon	3.3
125	Bangladesh	3.3
126	Slovak Republic	3.2
127	Mongolia	3.1
128	Moldova	3.1
129	Bolivia	3.0
130	Pakistan	3.0
131	Kyrgyz Republic	3.0
132	Kuwait	2.9
133	Ukraine	2.9
134	Paraguay	2.9
135	Burundi	2.9
136	Bosnia and Herzegovina	2.9
137	Côte d'Ivoire	2.7
138	Angola	2.7
139	Venezuela	2.1





SOURCE: World Economic Forum, Executive Opinion Survey 2009, 2010

2.04 Carbon dioxide emissions

Carbon dioxide emissions per capita in metric tons | 2007

RANK	COUNTRY/ECONOMY	SCORE
1	Burundi	0.0
2	Chad	0.0
3	Mali	0.0
4	Malawi	0.1
5	Rwanda	0.1
6	Ethiopia	0.1
7	Uganda	0.1
8	Burkina Faso	0.1
9	Mozambique	0.1
10	Madagascar	0.1
11	Nepal	0.1
12	Tanzania	0.1
13	Timor-Leste	0.2
14	Zambia	0.2
15	Gambia, The	0.2
16	Bangladesh	0.3
17	Kenya	0.3
18	Cambodia	0.3
19	Côte d'Ivoire	0.3
20	Cameroon	0.3
21	Ghana	0.4
22	Senegal	0.5
23	Benin	0.5
24	Puerto Rico[1]	0.5
25	Sri Lanka	0.6
26	Mauritania	0.6
27	Cape Verde	0.6
28	Nigeria	0.6
29	Paraguay	0.7
30	Zimbabwe	0.8
31	Philippines	0.8
32	Nicaragua	0.8
33	Swaziland	0.9
34	Pakistan	1.0
35	Guatemala	1.0
36	Tajikistan	1.1
37	El Salvador	1.1
38	Kyrgyz Republic	1.2
39	Honduras	1.2
40	Moldova	1.3
41	Vietnam	1.3
42	Albania	1.4
43	Georgia	1.4
44	Bolivia	1.4
45	Angola	1.4
46	Colombia	1.4
47	India	1.4
48	Namibia	1.5
49	Morocco	1.5
50	Peru	1.5
51	Armenia	1.6
52	Indonesia	1.8
53	Costa Rica	1.8
54	Uruguay	1.9
55	Brazil	1.9
56	Guyana	2.0
57	Dominican Republic	2.1
58	Panama	2.2
59	Ecuador	2.2
60	Egypt	2.3
61	Tunisia	2.3
62	Botswana	2.6
63	Mauritius	3.1
64	Lebanon	3.2
65	Latvia	3.4
66	Syria	3.5
67	Azerbaijan	3.7
68	Jordan	3.8
69	Turkey	4.0
70	Mongolia	4.0
71	Algeria	4.1
72	Thailand	4.1
73	Chile	4.3
74	Romania	4.4
75	Mexico	4.5
76	Lithuania	4.5
77	Montenegro	4.6
78	Argentina	4.6
79	China	5.0
80	Switzerland	5.0
81	Jamaica	5.2
82	Barbados	5.3
83	Sweden	5.4
84	Portugal	5.5
85	Macedonia, FYR	5.5
86	Croatia	5.6
87	Hungary	5.6
88	Hong Kong SAR	5.8
89	France	6.0
90	Venezuela	6.0
91	Malta	6.7
92	Bulgaria	6.8
93	Ukraine	6.8
94	Slovak Republic	6.8
95	Iran, Islamic Rep.	7.0
96	Malaysia	7.3
97	Slovenia	7.5
98	Iceland	7.5
99	Bosnia and Herzegovina	7.7
100	Italy	7.7
101	New Zealand	7.7
102	Spain	8.0
103	Austria	8.3
104	Poland	8.3
105	Greece	8.8
106	United Kingdom	8.8
107	South Africa	9.0
108	Norway	9.1
109	Denmark	9.1
110	Libya	9.3
111	Israel	9.3
112	Germany	9.6
113	Cyprus	9.6
114	Belgium	9.7
115	Japan	9.8
116	Ireland	10.2
117	Korea, Rep.	10.4
118	Netherlands	10.6
119	Russian Federation	10.8
120	Taiwan, China	11.5
121	Singapore	11.8
122	Czech Republic	12.1
123	Finland	12.1
124	Oman	13.7
125	Kazakhstan	14.7
126	Estonia	15.2
127	Saudi Arabia	16.6
128	Canada	16.9
129	Australia	17.7
130	United States	19.3
131	Brunei Darussalam	19.7
132	Luxembourg	22.6
133	Trinidad and Tobago	27.9
134	Bahrain	29.6
135	United Arab Emirates	31.0
136	Kuwait	32.3
137	Qatar	55.4
n/a	Lesotho	n/a
n/a	Serbia	n/a

SOURCE: The World Bank, *World Development Indicators 2010*

[1] 2003

2.05 Particulate matter concentration

Urban population–weighted PM_{10} micrograms per cubic meter | 2006

RANK	COUNTRY/ECONOMY	SCORE
1	Venezuela	10.5
2	Sweden	11.6
3	Uganda	11.9
4	Estonia	13.0
5	France	13.5
6	New Zealand	14.4
7	Romania	14.5
8	Luxembourg	14.7
9	Norway	14.8
10	Australia	15.4
11	Slovak Republic	15.4
12	United Kingdom	15.5
13	Latvia	15.6
14	Ireland	15.6
15	Canada	17.4
16	Mauritius	17.6
17	Russian Federation	17.7
18	Finland	17.8
19	Iceland	18.3
20	Germany	18.6
21	Hungary	18.6
22	Denmark	18.7
23	Kazakhstan	18.8
24	Lithuania	19.0
25	Bosnia and Herzegovina	19.0
26	Dominican Republic	19.5
27	Ukraine	20.5
28	South Africa	20.5
29	Puerto Rico	20.9
30	Czech Republic	21.0
31	Macedonia, FYR	21.0
32	Morocco	21.0
33	United States	21.3
34	Kyrgyz Republic	22.2
35	Colombia	22.4
36	Belgium	22.5
37	Philippines	22.8
38	Malaysia	22.9
39	Portugal	23.3
40	Brazil	23.3
41	Ecuador	24.8
42	Tanzania	25.4
43	Switzerland	25.5
44	Rwanda	26.0
45	Cape Verde[3]	26.3
46	Italy	26.7
47	Zimbabwe	26.8
48	Nicaragua	27.6
49	Mozambique	28.0
50	Burundi	29.0
51	Japan	29.6
52	Slovenia	30.1
53	Tunisia	30.1
54	Guyana	30.5
55	Croatia	30.5
56	Israel	31.5
57	Spain	31.6
58	Swaziland	32.8
59	Montenegro[3]	32.9
60	Austria	33.0
61	Malawi	33.1
62	El Salvador	33.3
63	Netherlands	33.7
64	Madagascar	33.8
65	Ghana	34.5
66	Nepal	34.5
67	Korea, Rep.	34.7
68	Panama	35.0
69	Greece	36.0
70	Moldova	36.1
71	Costa Rica	36.3
72	Lebanon	36.4
73	Kenya	36.4
74	Côte d'Ivoire	36.4
75	Mexico	36.5
76	Poland	37.4
77	Barbados	39.7
78	Turkey	39.7
79	Zambia	39.8
80	Lesotho	40.9
81	Singapore	40.9
82	Honduras	43.1
83	Jamaica	43.3
84	Cyprus	43.6
85	Albania	43.9
86	Jordan	44.7
87	Nigeria	45.0
88	Cambodia	45.7
89	Benin	46.0
90	Georgia	46.5
91	Namibia	47.2
92	Chile	47.8
93	Tajikistan	50.0
94	Iran, Islamic Rep.	50.6
95	Qatar	51.3
96	Brunei Darussalam	54.0
97	Peru	54.5
98	Vietnam	55.3
99	Bulgaria	57.4
100	Taiwan, China[2]	59.1
101	Armenia	59.5
102	Azerbaijan	60.1
103	Cameroon	62.0
104	Guatemala	62.0
105	India	64.9
106	Angola	65.9
107	Botswana	67.1
108	Bahrain	67.7
109	Ethiopia	67.7
110	Thailand	70.9
111	Algeria	71.0
112	China	73.0
113	Argentina	73.1
114	Syria	74.8
115	Hong Kong SAR[1]	75.1
116	Paraguay	77.2
117	Sri Lanka	82.1
118	Indonesia	82.9
119	Burkina Faso	84.4
120	Gambia, The	85.8
121	Mauritania	86.4
122	Libya	87.6
123	Bolivia	94.1
124	Senegal	95.0
125	Kuwait	97.3
126	Trinidad and Tobago	101.0
127	Oman	108.4
128	Chad	109.4
129	Mongolia	110.5
130	Saudi Arabia	112.9
131	Egypt	119.2
132	Pakistan	120.3
133	United Arab Emirates	127.1
134	Bangladesh	135.4
135	Mali	152.0
136	Uruguay	174.7
n/a	Malta	n/a
n/a	Serbia	n/a
n/a	Timor-Leste	n/a

SOURCE: The World Bank, *World Development Indicators 2010*

[1] 2005 [2] 2007 [3] 2009

2.06 Threatened species

Threatened species as a percentage of total species (mammals, birds, amphibians) | 2010

RANK	COUNTRY/ECONOMY	SCORE
1	Luxembourg	0.0
2	Sweden	1.1
3	Denmark	1.1
4	Latvia	1.2
5	Estonia	1.2
6	Switzerland	1.3
7	Guyana	1.4
8	Belgium	1.4
9	Finland	1.5
10	Barbados	1.6
11	Netherlands	1.6
12	United Kingdom	2.0
13	Czech Republic	2.1
14	Lithuania	2.2
15	Botswana	2.2
16	Swaziland	2.2
17	Ireland	2.3
18	Trinidad and Tobago	2.3
19	Zambia	2.3
20	Benin	2.3
21	Slovak Republic	2.5
22	Burkina Faso	2.5
23	Slovenia	2.5
24	Malta	2.6
25	Mali	2.6
26	Norway	2.6
27	Austria	2.7
28	Gambia, The	2.7
29	Germany	2.8
30	Poland	2.8
31	Lesotho	2.8
32	Albania	2.8
33	Angola	2.8
34	Hungary	2.9
35	Nicaragua	2.9
36	Malawi	2.9
37	El Salvador	2.9
38	Bosnia and Herzegovina	2.9
39	Bahrain	3.0
40	Qatar	3.0
41	Zimbabwe	3.1
42	Cyprus	3.2
43	Senegal	3.3
44	Chad	3.3
45	Uganda	3.5
46	France	3.5
47	Canada	3.5
48	Burundi	3.5
49	Ghana	3.6
50	Macedonia, FYR	3.6
51	Timor-Leste	3.7
52	Iceland	3.8
53	Paraguay	3.8
54	Mozambique	3.9
55	Moldova	4.1
56	Mauritania	4.2
57	Serbia	4.2
58	Bulgaria	4.3
59	Nigeria	4.3
60	Bolivia	4.3
61	Romania	4.3
62	Kenya	4.3
63	Tajikistan	4.3
64	Namibia	4.4
65	Libya	4.5
66	Kyrgyz Republic	4.5
67	Montenegro	4.5
68	Croatia	4.5
69	Oman	4.7
70	Rwanda	4.7
71	Italy	4.7
72	Azerbaijan	4.8
73	Lebanon	4.9
74	Armenia	4.9
75	Saudi Arabia	5.0
76	Portugal	5.0
77	Côte d'Ivoire	5.0
78	United Arab Emirates	5.1
79	Ukraine	5.1
80	Kuwait	5.2
81	Tunisia	5.3
82	Russian Federation	5.3
83	Georgia	5.3
84	Egypt	5.5
85	Greece	5.5
86	Jordan	5.5
87	Ethiopia	5.6
88	Israel	5.8
89	Pakistan	6.0
90	Iran, Islamic Rep.	6.0
91	Panama	6.0
92	Cape Verde	6.1
93	Singapore	6.2
94	Morocco	6.2
95	Kazakhstan	6.3
96	Nepal	6.4
97	Algeria	6.5
98	Venezuela	6.5
99	Mongolia	6.6
100	Costa Rica	6.9
101	Spain	6.9
102	South Africa	7.0
103	Uruguay	7.1
104	Brazil	7.3
105	Honduras	7.4
106	Syria	7.5
107	Turkey	7.5
108	Puerto Rico	7.6
109	Argentina	7.7
110	Cameroon	7.7
111	Thailand	7.7
112	Tanzania	8.0
113	Bangladesh	8.3
114	Taiwan, China	8.6
115	Vietnam	8.7
116	Cambodia	8.9
117	Korea, Rep.	8.9
118	Hong Kong SAR	9.0
119	Peru	9.1
120	Brunei Darussalam	9.4
121	Guatemala	10.1
122	United States	10.4
123	Chile	11.6
124	China	11.6
125	Ecuador	11.7
126	Colombia	12.0
127	Australia	12.2
128	Jamaica	12.6
129	Indonesia	12.8
130	Malaysia	12.9
131	India	13.0
132	Japan	13.4
133	Dominican Republic	15.0
134	Sri Lanka	16.9
135	Philippines	18.5
136	Mexico	18.8
137	Mauritius	19.8
138	Madagascar	23.1
139	New Zealand	30.6

SOURCE: The International Union for Conservation of Nature (IUCN), Red List of Threatened Species 2010

2.07 Environmental treaty ratification

Total number of ratified environmental treaties | 2010

RANK	COUNTRY/ECONOMY	SCORE
1	Denmark	24.0
1	Germany	24.0
1	Greece	24.0
1	Ireland	24.0
1	Netherlands	24.0
1	Poland	24.0
1	Portugal	24.0
1	Spain	24.0
1	Sweden	24.0
10	Australia	23.0
10	Finland	23.0
10	France	23.0
10	New Zealand	23.0
10	Norway	23.0
10	United Kingdom	23.0
16	Belgium	22.0
16	Brazil	22.0
16	Bulgaria	22.0
16	India	22.0
16	Italy	22.0
16	Japan	22.0
16	Kenya	22.0
16	Korea, Rep.	22.0
16	Luxembourg	22.0
16	Nigeria	22.0
16	Panama	22.0
16	Senegal	22.0
16	Slovenia	22.0
16	Switzerland	22.0
30	Austria	21.0
30	Chile	21.0
30	China	21.0
30	Croatia	21.0
30	Cyprus	21.0
30	Egypt	21.0
30	Estonia	21.0
30	Hungary	21.0
30	Jordan	21.0
30	Lithuania	21.0
30	Philippines	21.0
30	Romania	21.0
30	Slovak Republic	21.0
30	South Africa	21.0
30	Tanzania	21.0
30	Uruguay	21.0
46	Benin	20.0
46	Cameroon	20.0
46	Canada	20.0
46	Costa Rica	20.0
46	Côte d'Ivoire	20.0
46	Czech Republic	20.0
46	Ecuador	20.0
46	Ghana	20.0
46	Guatemala	20.0
46	Iran, Islamic Rep.	20.0
46	Latvia	20.0
46	Libya	20.0
46	Madagascar	20.0
46	Mauritania	20.0
46	Mauritius	20.0
46	Oman	20.0
46	Pakistan	20.0
46	Peru	20.0
46	Trinidad and Tobago	20.0
65	Albania	19.0
65	Argentina	19.0
65	Bangladesh	19.0
65	Bolivia	19.0
65	Cape Verde	19.0
65	Honduras	19.0
65	Iceland	19.0
65	Malta	19.0
65	Mexico	19.0
65	Morocco	19.0
65	Mozambique	19.0
65	Namibia	19.0
65	Sri Lanka	19.0
65	Syria	19.0
65	Tunisia	19.0
65	Ukraine	19.0
81	Algeria	18.0
81	Dominican Republic	18.0
81	Gambia, The	18.0
81	Georgia	18.0
81	Indonesia	18.0
81	Jamaica	18.0
81	Malaysia	18.0
81	Mongolia	18.0
81	Nicaragua	18.0
81	Qatar	18.0
81	Saudi Arabia	18.0
81	Serbia	18.0
81	Venezuela	18.0
94	Barbados	17.0
94	Burkina Faso	17.0
94	Cambodia	17.0
94	Chad	17.0
94	Colombia	17.0
94	Guyana	17.0
94	Malawi	17.0
94	Mali	17.0
94	Moldova	17.0
94	Montenegro	17.0
94	Paraguay	17.0
94	Russian Federation	17.0
94	Uganda	17.0
94	United Arab Emirates	17.0
108	Armenia	16.0
108	El Salvador	16.0
108	Kuwait	16.0
108	Lebanon	16.0
108	Lesotho	16.0
108	Macedonia, FYR	16.0
108	Nepal	16.0
108	Thailand	16.0
108	Vietnam	16.0
117	Angola	15.0
117	Azerbaijan	15.0
117	Botswana	15.0
117	Burundi	15.0
117	Kazakhstan	15.0
117	Singapore	15.0
117	Turkey	15.0
117	Zambia	15.0
125	Bosnia and Herzegovina	14.0
125	Ethiopia	14.0
125	Israel	14.0
125	Rwanda	14.0
125	United States	14.0
130	Bahrain	13.0
130	Kyrgyz Republic	13.0
132	Zimbabwe	12.0
133	Brunei Darussalam	11.0
133	Swaziland	11.0
133	Tajikistan	11.0
136	Timor-Leste	6.0
n/a	Hong Kong SAR	n/a
n/a	Puerto Rico	n/a
n/a	Taiwan, China	n/a

SOURCE: The International Union for Conservation of Nature (IUCN) Environmental Law Centre *ELIS Treaty Database*

3rd Pillar

Safety and security

3.01 Business costs of terrorism

To what extent does the threat of terrorism impose costs on businesses in your country? [1 = significant costs; 7 = no costs] | 2009–10 weighted average

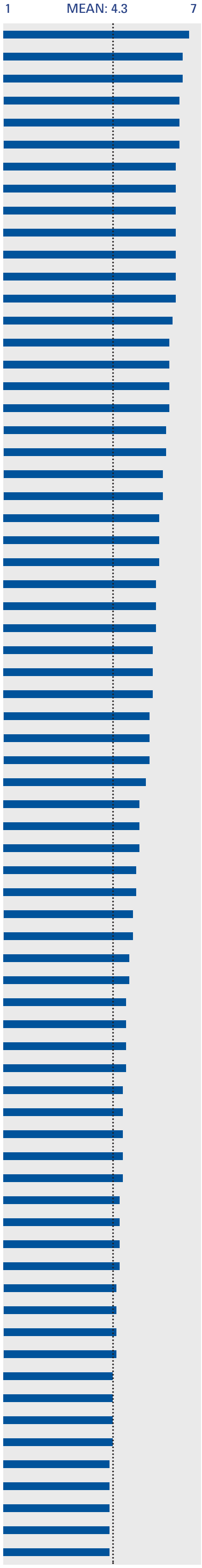
RANK	COUNTRY/ECONOMY	SCORE	1 MEAN: 5.6 7
1	Uruguay	6.8	
2	Rwanda	6.7	
3	Iceland	6.7	
4	Slovak Republic	6.7	
5	Lithuania	6.7	
6	Syria	6.7	
7	Austria	6.7	
8	Finland	6.7	
9	Zimbabwe	6.6	
10	Slovenia	6.6	
11	Oman	6.6	
12	Estonia	6.6	
13	Montenegro	6.6	
14	Croatia	6.6	
15	Brazil	6.6	
16	Malta	6.6	
17	Angola	6.5	
18	Bosnia and Herzegovina	6.5	
19	Mongolia	6.5	
20	Latvia	6.5	
21	Chile	6.4	
22	Hungary	6.4	
23	Brunei Darussalam	6.4	
24	Czech Republic	6.4	
25	Norway	6.4	
26	Switzerland	6.4	
27	Romania	6.4	
28	Tunisia	6.4	
29	Ireland	6.4	
30	Sweden	6.4	
31	Senegal	6.4	
32	Armenia	6.4	
33	Portugal	6.4	
34	Argentina	6.4	
35	Luxembourg	6.4	
36	Denmark	6.3	
37	Namibia	6.3	
38	Qatar	6.3	
39	Libya	6.3	
40	Costa Rica	6.3	
41	Hong Kong SAR	6.3	
42	South Africa	6.3	
43	United Arab Emirates	6.2	
44	Swaziland	6.2	
45	Malawi	6.2	
46	Botswana	6.2	
47	Belgium	6.2	
48	Moldova	6.2	
49	Mauritius	6.1	
50	Kuwait	6.1	
51	Albania	6.1	
52	Burkina Faso	6.1	
53	Cyprus	6.1	
54	Côte d'Ivoire	6.1	
55	Zambia	6.1	
56	Germany	6.1	
57	Saudi Arabia	6.1	
58	Ukraine	6.0	
59	Poland	6.0	
60	Ghana	6.0	
61	Georgia	5.9	
62	Azerbaijan	5.9	
63	Taiwan, China	5.9	
64	Tajikistan	5.9	
65	Jordan	5.9	
66	Macedonia, FYR	5.8	
67	New Zealand	5.8	
68	Barbados	5.8	
69	Puerto Rico	5.8	
70	Cameroon	5.8	
71	Gambia, The	5.7	
72	Cape Verde	5.7	
73	Italy	5.7	
74	France	5.6	
75	Netherlands	5.6	
76	Jamaica	5.6	
77	Panama	5.6	
78	Benin	5.5	
79	China	5.5	
80	Australia	5.5	
81	Kazakhstan	5.5	
82	Guyana	5.5	
83	Mali	5.4	
84	Morocco	5.4	
85	Tanzania	5.4	
86	Serbia	5.4	
87	Bahrain	5.4	
88	Dominican Republic	5.4	
89	Trinidad and Tobago	5.4	
90	Lesotho	5.3	
91	Korea, Rep.	5.3	
92	Bulgaria	5.3	
93	Russian Federation	5.3	
94	Greece	5.3	
95	Japan	5.3	
96	Canada	5.3	
97	Mozambique	5.2	
98	Ecuador	5.2	
99	United Kingdom	5.2	
100	Ethiopia	5.2	
101	Indonesia	5.1	
102	Singapore	5.1	
103	Malaysia	5.1	
104	Bolivia	5.1	
105	Israel	5.1	
106	Timor-Leste	5.1	
107	Cambodia	5.0	
108	Paraguay	5.0	
109	Vietnam	5.0	
110	Venezuela	4.9	
111	Honduras	4.9	
112	Mexico	4.9	
113	El Salvador	4.9	
114	Chad	4.8	
115	Peru	4.8	
116	Kyrgyz Republic	4.8	
117	Spain	4.8	
118	Nicaragua	4.8	
119	Iran, Islamic Rep.	4.8	
120	Thailand	4.7	
121	Nigeria	4.7	
122	Madagascar	4.7	
123	Guatemala	4.6	
124	Bangladesh	4.6	
125	United States	4.5	
126	Philippines	4.4	
127	India	4.4	
128	Algeria	4.4	
129	Mauritania	4.4	
130	Burundi	4.3	
131	Uganda	4.2	
132	Egypt	4.1	
133	Kenya	4.1	
134	Sri Lanka	4.0	
135	Turkey	4.0	
136	Lebanon	3.8	
137	Nepal	3.4	
138	Pakistan	2.9	
139	Colombia	2.5	

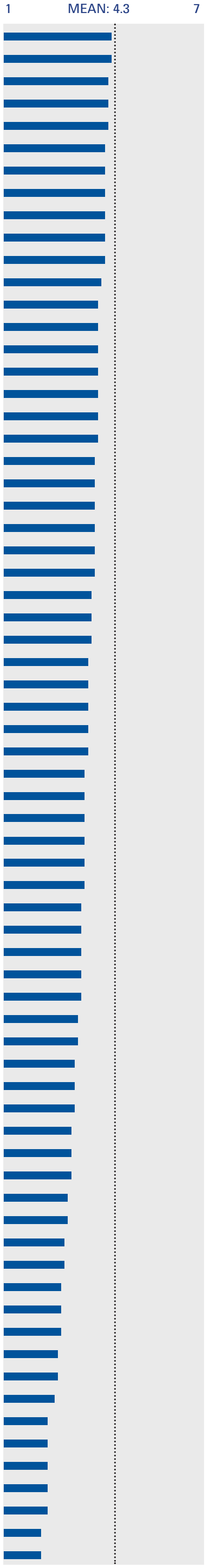
SOURCE: World Economic Forum, Executive Opinion Survey 2009, 2010

3.02 Reliability of police services

To what extent can police services be relied upon to enforce law and order in your country? [1 = cannot be relied on at all; 7 = can always be relied on] | 2009–10 weighted average

RANK	COUNTRY/ECONOMY	SCORE
1	Finland	6.6
2	Singapore	6.4
3	Iceland	6.4
4	Hong Kong SAR	6.3
5	Chile	6.3
6	Switzerland	6.3
7	Canada	6.2
8	Norway	6.2
9	Qatar	6.2
10	Denmark	6.2
11	United Arab Emirates	6.2
12	Germany	6.2
13	New Zealand	6.2
14	Sweden	6.1
15	Netherlands	6.0
16	Luxembourg	6.0
17	Ireland	6.0
18	Barbados	6.0
19	Australia	5.9
20	Oman	5.9
21	Rwanda	5.8
22	Japan	5.8
23	Austria	5.7
24	Jordan	5.7
25	Spain	5.7
26	United States	5.6
27	France	5.6
28	Belgium	5.6
29	Tunisia	5.5
30	Saudi Arabia	5.5
31	United Kingdom	5.5
32	Bahrain	5.4
33	Estonia	5.4
34	Taiwan, China	5.4
35	Malta	5.3
36	Brunei Darussalam	5.1
37	Portugal	5.1
38	Gambia, The	5.1
39	Kuwait	5.0
40	Cyprus	5.0
41	Vietnam	4.9
42	Puerto Rico	4.9
43	Botswana	4.8
44	Italy	4.8
45	Georgia	4.7
46	Korea, Rep.	4.7
47	Montenegro	4.7
48	Slovenia	4.7
49	Costa Rica	4.6
50	Malaysia	4.6
51	China	4.6
52	Malawi	4.6
53	Iran, Islamic Rep.	4.6
54	Namibia	4.5
55	Benin	4.5
56	Uruguay	4.5
57	Albania	4.5
58	Croatia	4.4
59	Ethiopia	4.4
60	Poland	4.4
61	Swaziland	4.4
62	Morocco	4.3
63	Cape Verde	4.3
64	Colombia	4.3
65	Mauritius	4.3
66	Senegal	4.2
67	Hungary	4.2
68	India	4.2
69	Macedonia, FYR	4.2
70	Ghana	4.2
71	Zambia	4.2
72	Romania	4.2
73	Bosnia and Herzegovina	4.1
74	Brazil	4.1
75	Latvia	4.1
76	Lithuania	4.0
77	Uganda	4.0
78	Israel	4.0
79	Algeria	4.0
80	Indonesia	4.0
81	Egypt	4.0
82	Panama	3.9
83	Angola	3.8
84	Tanzania	3.8
85	Burkina Faso	3.8
86	Czech Republic	3.8
87	Thailand	3.8
88	Tajikistan	3.8
89	Slovak Republic	3.8
90	Mozambique	3.7
91	Sri Lanka	3.7
92	Greece	3.7
93	Timor-Leste	3.7
94	Syria	3.7
95	Azerbaijan	3.7
96	Mongolia	3.6
97	Serbia	3.6
98	Turkey	3.6
99	El Salvador	3.5
100	Libya	3.5
101	Nicaragua	3.5
102	Lesotho	3.5
103	Cameroon	3.5
104	South Africa	3.4
105	Philippines	3.4
106	Honduras	3.4
107	Trinidad and Tobago	3.4
108	Lebanon	3.4
109	Jamaica	3.4
110	Mali	3.3
111	Bulgaria	3.3
112	Armenia	3.3
113	Kazakhstan	3.3
114	Guyana	3.3
115	Cambodia	3.2
116	Moldova	3.2
117	Kenya	3.1
118	Peru	3.1
119	Pakistan	3.1
120	Ecuador	3.0
121	Argentina	3.0
122	Ukraine	3.0
123	Bangladesh	2.9
124	Nepal	2.9
125	Nigeria	2.8
126	Zimbabwe	2.8
127	Madagascar	2.7
128	Russian Federation	2.7
129	Mauritania	2.7
130	Kyrgyz Republic	2.6
131	Chad	2.6
132	Mexico	2.5
133	Guatemala	2.3
134	Dominican Republic	2.3
135	Burundi	2.3
136	Paraguay	2.3
137	Côte d'Ivoire	2.3
138	Bolivia	2.1
139	Venezuela	2.1



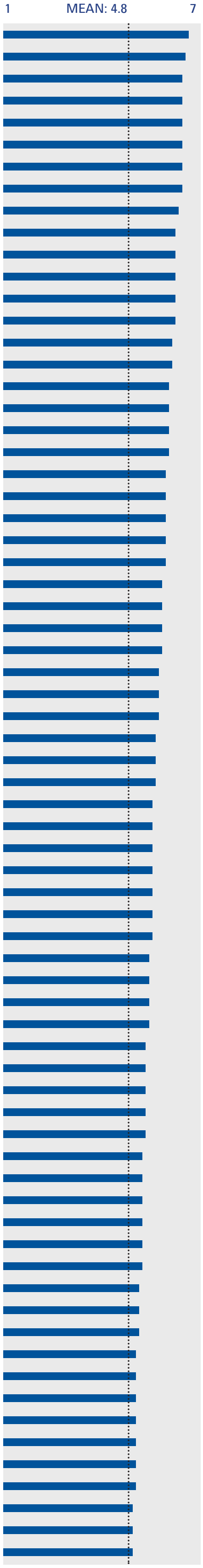


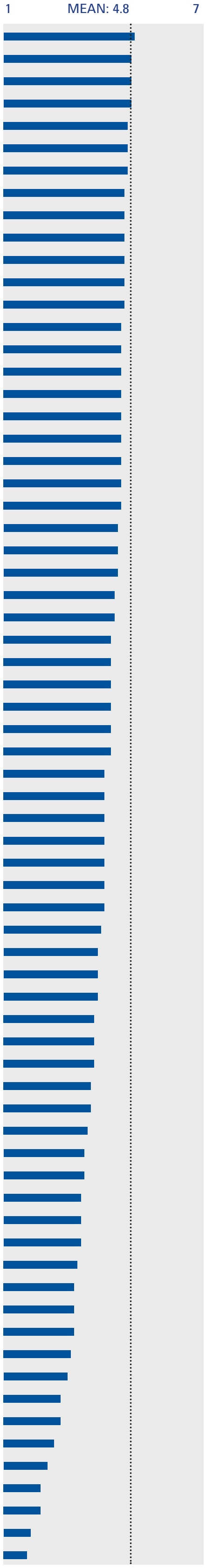
SOURCE: World Economic Forum, Executive Opinion Survey 2009, 2010

3.03 Business costs of crime and violence

To what extent does the incidence of crime and violence impose costs on businesses in your country? [1 = significant costs, 7 = no costs] | 2009–10 weighted average

RANK	COUNTRY/ECONOMY	SCORE
1	Syria	6.6
2	Oman	6.5
3	Qatar	6.4
4	United Arab Emirates	6.4
5	Tunisia	6.4
6	Rwanda	6.4
7	Iceland	6.4
8	Hong Kong SAR	6.4
9	Kuwait	6.3
10	Finland	6.2
11	Malta	6.2
12	Switzerland	6.2
13	Luxembourg	6.2
14	Norway	6.2
15	Denmark	6.1
16	Saudi Arabia	6.1
17	Singapore	6.0
18	Brunei Darussalam	6.0
19	Slovenia	6.0
20	Montenegro	6.0
21	Jordan	5.9
22	Austria	5.9
23	Germany	5.9
24	Libya	5.9
25	Cyprus	5.9
26	Belgium	5.8
27	Sweden	5.8
28	Ireland	5.8
29	Senegal	5.8
30	Estonia	5.7
31	Armenia	5.7
32	Romania	5.7
33	Portugal	5.6
34	New Zealand	5.6
35	Czech Republic	5.6
36	Tajikistan	5.5
37	Lithuania	5.5
38	Bahrain	5.5
39	Taiwan, China	5.5
40	Croatia	5.5
41	Georgia	5.5
42	France	5.5
43	Latvia	5.4
44	Israel	5.4
45	Australia	5.4
46	Azerbaijan	5.4
47	China	5.3
48	Slovak Republic	5.3
49	Canada	5.3
50	Poland	5.3
51	Gambia, The	5.3
52	Spain	5.2
53	Japan	5.2
54	Ethiopia	5.2
55	United Kingdom	5.2
56	Albania	5.2
57	Morocco	5.2
58	Mali	5.1
59	Netherlands	5.1
60	Moldova	5.1
61	Hungary	5.0
62	Lebanon	5.0
63	Burkina Faso	5.0
64	Bosnia and Herzegovina	5.0
65	Ukraine	5.0
66	Macedonia, FYR	5.0
67	India	5.0
68	Mauritania	4.9
69	Mauritius	4.9
70	Uruguay	4.9
71	Zimbabwe	4.9
72	Kazakhstan	4.8
73	Mongolia	4.8
74	Algeria	4.8
75	Indonesia	4.7
76	Tanzania	4.7
77	Swaziland	4.7
78	Chile	4.6
79	Greece	4.6
80	Korea, Rep.	4.6
81	Cameroon	4.6
82	Thailand	4.6
83	Botswana	4.6
84	United States	4.5
85	Sri Lanka	4.5
86	Turkey	4.5
87	Zambia	4.5
88	Vietnam	4.5
89	Barbados	4.5
90	Russian Federation	4.5
91	Malawi	4.5
92	Italy	4.5
93	Malaysia	4.4
94	Serbia	4.4
95	Cambodia	4.4
96	Cape Verde	4.3
97	Egypt	4.3
98	Angola	4.2
99	Benin	4.2
100	Kyrgyz Republic	4.2
101	Iran, Islamic Rep.	4.2
102	Ghana	4.2
103	Bulgaria	4.2
104	Philippines	4.0
105	Nicaragua	4.0
106	Mozambique	4.0
107	Namibia	4.0
108	Puerto Rico	4.0
109	Timor-Leste	4.0
110	Bolivia	4.0
111	Lesotho	3.9
112	Panama	3.8
113	Uganda	3.8
114	Chad	3.8
115	Costa Rica	3.7
116	Argentina	3.7
117	Ecuador	3.7
118	Bangladesh	3.6
119	Peru	3.6
120	Nigeria	3.5
121	Paraguay	3.4
122	Madagascar	3.4
123	Brazil	3.3
124	Kenya	3.3
125	Dominican Republic	3.3
126	Pakistan	3.2
127	Guyana	3.1
128	Côte d'Ivoire	3.1
129	Burundi	3.1
130	Nepal	3.0
131	Trinidad and Tobago	2.9
132	Mexico	2.7
133	Honduras	2.7
134	Colombia	2.5
135	Venezuela	2.3
136	Jamaica	2.1
137	South Africa	2.1
138	El Salvador	1.8
139	Guatemala	1.7





SOURCE: World Economic Forum, Executive Opinion Survey 2009, 2010

3.04 Road traffic accidents

Estimated deaths due to road traffic accidents per 100,000 population | 2007

RANK	COUNTRY/ECONOMY	SCORE
1	Malta	3.4
2	Uruguay	4.3
3	Netherlands	4.8
3	Singapore	4.8
5	Switzerland[1]	4.9
6	Japan	5.0
6	Norway	5.0
8	Sweden	5.2
9	United Kingdom[1]	5.4
10	Israel	5.7
11	Germany	6.0
12	Macedonia, FYR[1]	6.9
13	Finland	7.2
14	France	7.5
15	Australia	7.8
16	Austria	8.3
17	Ireland[1]	8.5
18	Canada[1]	8.8
19	Spain[1]	9.3
20	Italy[1]	9.6
21	Luxembourg[2]	9.6
22	Serbia	9.8
23	Iceland[1]	10.0
24	New Zealand	10.1
25	Belgium	10.2
26	Cyprus	10.4
26	Portugal	10.4
28	Bosnia and Herzegovina	10.9
29	Mauritius	11.1
30	Colombia	11.7
30	Ecuador	11.7
32	Czech Republic	12.0
33	Bahrain	12.1
33	Cambodia	12.1
35	Barbados	12.2
36	Hungary	12.3
36	Jamaica	12.3
38	Bangladesh	12.6
38	El Salvador	12.6
40	Panama	12.7
40	Romania	12.7
42	Korea, Rep.	12.8
42	Puerto Rico	12.8
44	Azerbaijan	13.0
45	Bulgaria	13.2
46	Turkey	13.4
47	Honduras	13.5
47	Sri Lanka	13.5
49	Croatia	13.6
50	Argentina	13.7
50	Chile[1]	13.7
52	Brunei Darussalam	13.8
53	Albania	13.9
53	Armenia	13.9
53	United States[1]	13.9
56	Tajikistan	14.1
57	Nicaragua	14.2
58	Slovenia	14.6
59	Estonia	14.7
59	Guatemala	14.7
59	Poland	14.7
62	Greece[1]	14.9
63	Moldova	15.1
63	Nepal	15.1
63	Slovak Republic	15.1
66	Costa Rica	15.4
67	Trinidad and Tobago	15.5
68	Timor-Leste	16.1
68	Vietnam	16.1
70	Indonesia	16.2
71	China	16.5
72	Bolivia	16.7
73	Georgia	16.8
73	India	16.8
75	Kuwait[1]	16.9
76	Dominican Republic	17.3
77	Taiwan, China	17.5
78	Latvia[1]	17.9
79	Brazil[1]	18.3
80	Mongolia	19.3
81	Thailand	19.6
82	Paraguay	19.7
83	Guyana	19.9
84	Philippines	20.0
85	Montenegro	20.4
86	Mexico[1]	20.7
87	Oman	21.3
88	Peru	21.5
88	Ukraine	21.5
90	Venezuela[1]	21.8
91	Lithuania[1]	22.4
92	Kyrgyz Republic	22.8
93	Burundi	23.4
94	Malaysia	23.6
95	Qatar	23.7
96	Uganda	24.7
97	Cape Verde	25.1
98	Russian Federation	25.2
99	Pakistan	25.3
100	Zambia	25.6
101	Malawi	26.0
102	Swaziland	26.3
103	Lesotho	26.7
104	Zimbabwe	27.5
105	Cameroon	28.1
106	Morocco	28.3
107	Lebanon	28.5
108	Namibia	28.6
109	Saudi Arabia	29.0
110	Ghana	29.6
111	Kazakhstan	30.6
112	Burkina Faso	31.1
113	Benin	31.2
114	Rwanda	31.6
115	Mali	32.1
116	Nigeria	32.3
117	Senegal	32.5
118	Syria	32.9
119	South Africa	33.2
120	Madagascar	33.7
121	Botswana	33.8
122	Jordan	34.2
123	Chad	34.3
123	Tanzania	34.3
125	Kenya	34.4
126	Tunisia	34.5
127	Mozambique	34.7
128	Ethiopia	35.0
129	Mauritania	35.5
130	Iran, Islamic Rep.	35.8
131	Gambia, The	36.6
132	United Arab Emirates	37.1
133	Angola	37.7
134	Libya	40.5
135	Egypt	41.6
n/a	Algeria	n/a
n/a	Côte d'Ivoire	n/a
n/a	Denmark	n/a
n/a	Hong Kong SAR	n/a

SOURCE: World Health Organization, *World Health Statistics 2010*

[1] 2006 [2] 2009

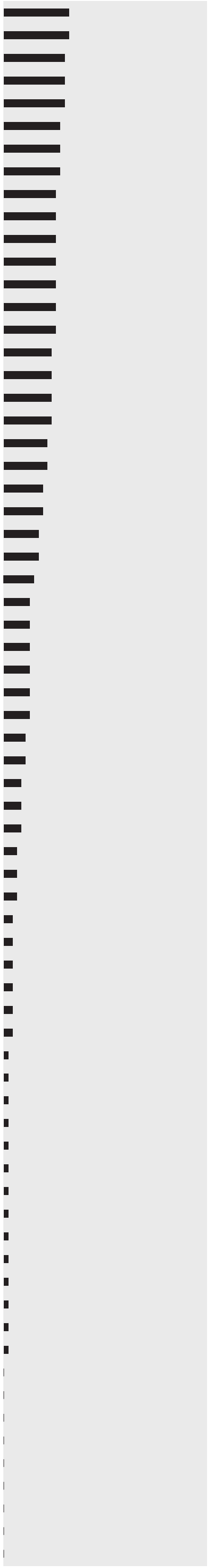
4th Pillar

Health and Hygiene

4.01 Physician density

Physician density per 1,000 people | 2007

RANK	COUNTRY/ECONOMY	SCORE
1	Greece[7]	5.4
2	Georgia	4.5
3	Russian Federation[7]	4.3
4	Belgium[7]	4.2
5	Lithuania	4.0
6	Switzerland[7]	4.0
7	Netherlands	3.9
8	Norway	3.9
9	Kazakhstan	3.9
10	Austria	3.8
10	Azerbaijan	3.8
12	Iceland[7]	3.8
13	Spain	3.8
14	France	3.7
15	Armenia	3.7
15	Italy[7]	3.7
17	Bulgaria	3.7
18	Uruguay[3]	3.7
19	Israel	3.6
20	Czech Republic	3.6
21	Sweden[7]	3.6
22	Germany	3.5
23	Portugal[6]	3.4
24	Malta	3.4
25	Estonia[7]	3.3
26	Finland	3.3
27	Lebanon[7]	3.3
28	Argentina[5]	3.2
28	Denmark[7]	3.2
30	Ukraine[7]	3.1
31	Slovak Republic[5]	3.1
32	Ireland	3.1
33	Latvia	3.0
34	Bahrain	3.0
35	Mexico[5]	2.9
36	Luxembourg[6]	2.9
37	Hungary	2.8
38	Qatar[7]	2.8
39	Moldova	2.7
39	United States[5]	2.7
41	Mongolia[3]	2.6
42	Croatia	2.6
43	Jordan	2.6
44	Macedonia, FYR[7]	2.6
45	Egypt[6]	2.4
46	Slovenia[7]	2.4
47	Taiwan, China[9]	2.4
48	Cyprus[7]	2.3
48	Kyrgyz Republic	2.3
50	Puerto Rico[7]	2.2
51	United Kingdom[3]	2.1
52	New Zealand[3]	2.1
53	Japan[5]	2.1
54	Serbia	2.0
55	Poland[7]	2.0
55	Tajikistan[7]	2.0
57	Montenegro	2.0
58	Venezuela[2]	1.9
59	Romania[7]	1.9
60	Canada[7]	1.9
61	Dominican Republic[1]	1.9
62	Oman	1.8
63	Kuwait[6]	1.8
64	Korea, Rep. [5]	1.7
65	Brazil[7]	1.7
66	Saudi Arabia	1.6
67	Peru[9]	1.6
68	United Arab Emirates[6]	1.6
69	Panama[1]	1.5
69	Singapore[4]	1.5
71	Ecuador[1]	1.5
72	Turkey[8]	1.5
73	Bosnia and Herzegovina[6]	1.4
73	China[4]	1.4
75	Colombia[3]	1.4
76	Tunisia[5]	1.3
77	Costa Rica[1]	1.3
78	Libya[5]	1.3
79	El Salvador[3]	1.2
80	Bolivia[2]	1.2
81	Algeria	1.2
81	Barbados[7]	1.2
83	Trinidad and Tobago	1.2
84	Albania	1.2
84	Philippines[3]	1.2
86	Brunei Darussalam[3]	1.1
87	Paraguay[3]	1.1
88	Chile[4]	1.1
89	Mauritius[5]	1.1
90	Guatemala[8]	1.0
91	Australia[7]	1.0
92	Iran, Islamic Rep.[6]	0.9
93	Jamaica[4]	0.9
94	Pakistan	0.8
95	South Africa[5]	0.8
96	Malaysia[3]	0.7
97	India[6]	0.6
98	Cape Verde[8]	0.6
98	Honduras[1]	0.6
100	Morocco	0.6
100	Vietnam[3]	0.6
102	Sri Lanka[5]	0.6
103	Syria[7]	0.5
104	Guyana[1]	0.5
105	Botswana[5]	0.4
105	Nigeria[8]	0.4
107	Nicaragua[4]	0.4
108	Thailand[3]	0.3
109	Bangladesh[6]	0.3
109	Namibia[5]	0.3
111	Nepal[5]	0.2
112	Cameroon[5]	0.2
113	Cambodia[1]	0.2
113	Madagascar	0.2
113	Swaziland[5]	0.2
113	Zimbabwe[5]	0.2
117	Côte d'Ivoire[8]	0.1
117	Kenya[3]	0.1
119	Indonesia[4]	0.1
119	Mauritania[9]	0.1
121	Uganda[6]	0.1
122	Ghana[8]	0.1
123	Timor-Leste[5]	0.1
124	Angola[5]	0.1
125	Mali	0.1
126	Burkina Faso[8]	0.1
127	Benin[8]	0.1
127	Senegal[8]	0.1
129	Zambia[7]	0.1
130	Lesotho[4]	0.1
131	Chad[5]	0.0
132	Gambia, The[8]	0.0
133	Burundi[5]	0.0
134	Mozambique[7]	0.0
135	Rwanda[6]	0.0
136	Ethiopia	0.0
137	Malawi[8]	0.0
138	Tanzania[7]	0.0
n/a	Hong Kong SAR	n/a



SOURCES: World Health Organization, *World Health Statistics 2010*; The World Bank, *World Development Indicators 2010*; national sources

[1] 2000 [2] 2001 [3] 2002 [4] 2003 [5] 2004 [6] 2005 [7] 2006 [8] 2008 [9] 2009

4.02 Access to improved sanitation

Access to adequate sanitation as a percentage of total population | 2008

RANK	COUNTRY/ECONOMY	SCORE
1	Australia	100
1	Austria	100
1	Bahrain	100
1	Barbados	100
1	Belgium	100
1	Bulgaria	100
1	Canada	100
1	Cyprus	100
1	Denmark	100
1	Finland	100
1	France	100
1	Germany	100
1	Hong Kong SAR[3]	100
1	Hungary	100
1	Iceland	100
1	Israel	100
1	Italy[3]	100
1	Japan	100
1	Korea, Rep.	100
1	Kuwait	100
1	Luxembourg	100
1	Malta	100
1	Netherlands	100
1	New Zealand[3]	100
1	Norway	100
1	Portugal	100
1	Qatar	100
1	Singapore	100
1	Slovak Republic	100
1	Slovenia	100
1	Spain	100
1	Sweden	100
1	Switzerland	100
1	United Kingdom	100
1	United States	100
1	Uruguay	100
37	Croatia	99
37	Ireland	99
39	Albania	98
39	Czech Republic	98
39	Greece	98
39	Jordan	98
43	Kazakhstan	97
43	Libya	97
43	United Arab Emirates	97
46	Chile	96
46	Malaysia	96
46	Syria	96
46	Thailand	96
50	Algeria	95
50	Bosnia and Herzegovina	95
50	Costa Rica	95
50	Estonia	95
50	Georgia	95
50	Ukraine	95
56	Egypt	94
56	Tajikistan	94
58	Kyrgyz Republic	93
59	Ecuador	92
59	Montenegro	92
59	Serbia	92
59	Trinidad and Tobago	92
63	Mauritius	91
63	Sri Lanka	91
63	Venezuela[2]	91
66	Argentina	90
66	Armenia	90
66	Brunei Darussalam[4]	90
66	Poland	90
66	Turkey	90
71	Macedonia, FYR	89
72	El Salvador	87
72	Oman[1]	87
72	Russian Federation	87
75	Mexico	85
75	Tunisia	85
77	Dominican Republic	83
77	Jamaica	83
79	Guatemala	81
79	Guyana	81
81	Brazil	80
82	Moldova	79
83	Latvia	78
84	South Africa	77
85	Philippines	76
86	Vietnam	75
87	Colombia	74
88	Romania	72
89	Honduras	71
90	Paraguay	70
91	Morocco	69
91	Panama	69
93	Peru	68
94	Gambia, The	67
95	Botswana	60
96	Angola	57
97	Malawi	56
98	China	55
98	Swaziland	55
100	Cape Verde	54
100	Rwanda	54
102	Bangladesh	53
103	Indonesia	52
103	Nicaragua	52
105	Senegal	51
106	Mongolia	50
106	Timor-Leste	50
108	Zambia	49
109	Uganda	48
110	Cameroon	47
111	Burundi	46
112	Azerbaijan	45
112	Pakistan	45
114	Zimbabwe	44
115	Mali	36
116	Namibia	33
117	Nigeria	32
118	India	31
118	Kenya	31
118	Nepal	31
121	Cambodia	29
121	Lesotho	29
123	Mauritania	26
124	Bolivia	25
125	Tanzania	24
126	Côte d'Ivoire	23
127	Mozambique	17
128	Ghana	13
129	Benin	12
129	Ethiopia	12
131	Burkina Faso	11
131	Madagascar	11
133	Chad	9
n/a	Iran, Islamic Rep.	n/a
n/a	Lebanon	n/a
n/a	Lithuania	n/a
n/a	Puerto Rico	n/a
n/a	Saudi Arabia	n/a
n/a	Taiwan, China	n/a

SOURCE: World Health Organization, *World Health Statistics 2010*

[1] 2000 [2] 2005 [3] 2006 [4] 2009

4.03 Access to improved drinking water

Access to safe drinking water as a percentage of total population | 2008

RANK	COUNTRY/ECONOMY	SCORE
1	Australia	100
1	Austria	100
1	Barbados	100
1	Belgium	100
1	Bulgaria	100
1	Canada	100
1	Cyprus	100
1	Czech Republic	100
1	Denmark	100
1	Finland	100
1	France	100
1	Germany	100
1	Greece	100
1	Hong Kong SAR[4]	100
1	Hungary	100
1	Iceland	100
1	Ireland	100
1	Israel	100
1	Italy	100
1	Japan	100
1	Lebanon	100
1	Luxembourg	100
1	Macedonia, FYR	100
1	Malaysia	100
1	Malta	100
1	Netherlands	100
1	New Zealand	100
1	Norway	100
1	Poland	100
1	Qatar	100
1	Singapore	100
1	Slovak Republic	100
1	Spain	100
1	Sweden	100
1	Switzerland	100
1	United Arab Emirates	100
1	United Kingdom	100
1	Uruguay	100
39	Brunei Darussalam	100
40	Bosnia and Herzegovina	99
40	Croatia	99
40	Egypt	99
40	Kuwait	99
40	Latvia	99
40	Mauritius	99
40	Portugal	99
40	Serbia	99
40	Slovenia	99
40	Turkey	99
40	United States	99
51	Estonia	98
51	Georgia	98
51	Korea, Rep.	98
51	Montenegro	98
51	Thailand	98
51	Ukraine	98
57	Albania	97
57	Argentina	97
57	Brazil	97
57	Costa Rica	97
57	Puerto Rico[4]	97
62	Armenia	96
62	Chile	96
62	Jordan	96
62	Russian Federation	96
66	Botswana	95
66	Kazakhstan	95
68	Ecuador	94
68	Guatemala	94
68	Guyana	94
68	Jamaica	94
68	Mexico	94
68	Trinidad and Tobago	94
68	Tunisia	94
68	Vietnam	94
76	Panama	93
77	Colombia	92
77	Gambia, The	92
77	Namibia	92
80	Philippines	91
80	South Africa	91
82	Kyrgyz Republic	90
82	Moldova	90
82	Pakistan	90
82	Sri Lanka	90
86	China	89
86	Saudi Arabia[1]	89
86	Syria	89
86	Venezuela[1]	89
90	India	88
90	Nepal	88
90	Oman	88
90	Romania[3]	88
94	El Salvador	87
95	Bolivia	86
95	Dominican Republic	86
95	Honduras	86
95	Paraguay	86
99	Lesotho	85
99	Nicaragua	85
101	Cape Verde	84
102	Algeria	83
103	Ghana	82
103	Peru	82
103	Zimbabwe	82
106	Morocco	81
107	Azerbaijan	80
107	Bangladesh	80
107	Côte d'Ivoire	80
107	Indonesia	80
107	Malawi	80
112	Burkina Faso	76
112	Mongolia	76
114	Benin	75
115	Cameroon	74
116	Burundi	72
117	Libya[2]	71
118	Tajikistan	70
119	Senegal	69
119	Swaziland	69
119	Timor-Leste	69
122	Uganda	67
123	Rwanda	65
124	Cambodia	61
125	Zambia	60
126	Kenya	59
127	Nigeria	58
128	Mali	56
129	Tanzania	54
130	Angola	50
130	Chad	50
132	Mauritania	49
133	Mozambique	47
134	Madagascar	41
135	Ethiopia	38
n/a	Bahrain	n/a
n/a	Iran, Islamic Rep.	n/a
n/a	Lithuania	n/a
n/a	Taiwan, China	n/a

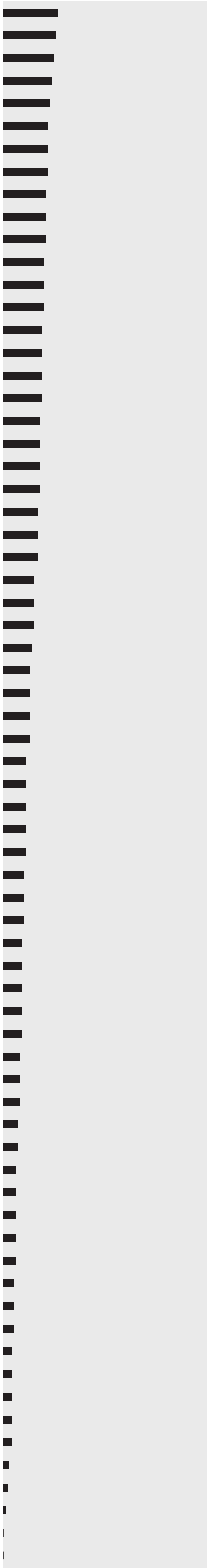
SOURCE: World Health Organization, *World Health Statistics 2010*

[1] 1990 [2] 2000 [3] 2006 [4] 2007

4.04 Hospital beds

Hospital beds per 10,000 population | 2007

RANK	COUNTRY/ECONOMY	SCORE
1	Japan[3]	139.0
2	Russian Federation[5]	97.0
3	Ukraine[5]	87.0
4	Korea, Rep.[3]	86.0
5	Germany[5]	83.0
6	Czech Republic	81.0
6	Lithuania	81.0
8	Azerbaijan	79.0
9	Austria	78.0
9	Malta	78.0
11	Kazakhstan	77.0
12	Barbados[6]	76.0
12	Latvia	76.0
14	Iceland[2]	75.0
15	France[5]	72.0
16	Hungary	71.0
17	Finland	68.0
17	Slovak Republic	68.0
19	Taiwan, China[7]	67.8
20	Romania[5]	65.0
21	Bulgaria	64.0
22	Luxembourg[3]	63.0
23	New Zealand[2]	62.0
24	Moldova	61.0
24	Tajikistan[5]	61.0
26	Mongolia[3]	60.0
27	Israel	58.0
28	Estonia	56.0
29	Switzerland[4]	55.0
30	Serbia	54.0
31	Belgium	53.0
31	Croatia	53.0
31	Ireland[5]	53.0
34	Poland[5]	52.0
35	Kyrgyz Republic	51.0
36	Nepal[5]	50.0
37	Greece[5]	48.0
37	Netherlands	48.0
39	Slovenia	47.0
40	Macedonia, FYR[5]	46.0
41	Argentina[1]	41.0
41	Armenia	41.0
43	Montenegro	40.0
44	Australia[3]	39.0
44	Italy[5]	39.0
44	Norway	39.0
44	United Kingdom[3]	39.0
48	Cyprus[5]	37.0
48	Libya[6]	37.0
50	Denmark	35.0
50	Portugal[5]	35.0
52	Canada[1]	34.0
52	Lebanon	34.0
52	Spain[5]	34.0
55	Georgia	33.0
55	Mauritius[6]	33.0
57	Singapore[4]	32.0
58	Sri Lanka[3]	31.0
58	United States	31.0
60	Bosnia and Herzegovina[4]	30.0
60	China[3]	30.0
60	Sweden[5]	30.0
60	Zimbabwe[5]	30.0
64	Puerto Rico[4]	29.3
65	Albania	29.0
65	Uruguay	29.0
67	South Africa[4]	28.0
67	Turkey	28.0
67	Vietnam[3]	28.0
70	Namibia[7]	27.0
70	Trinidad and Tobago	27.0
72	Brunei Darussalam[3]	26.0
73	Qatar[5]	25.0
74	Brazil[4]	24.0
75	Chile[5]	23.0
76	Panama	22.0
76	Saudi Arabia	22.0
76	Thailand[2]	22.0
79	Cape Verde[6]	21.0
79	Egypt	21.0
79	Swaziland[5]	21.0
82	Bahrain	20.0
82	Oman	20.0
82	Tunisia[6]	20.0
85	Algeria[5]	19.0
85	Guyana	19.0
85	United Arab Emirates	19.0
85	Zambia[6]	19.0
89	Botswana[6]	18.0
89	Jordan	18.0
89	Kuwait[6]	18.0
89	Malaysia[4]	18.0
93	Jamaica	17.0
93	Mexico	17.0
93	Rwanda	17.0
96	Cameroon[5]	15.0
96	Peru[6]	15.0
96	Syria[6]	15.0
99	Iran, Islamic Rep.[5]	14.0
100	Costa Rica	13.0
100	Lesotho[5]	13.0
100	Paraguay[6]	13.0
100	Venezuela	13.0
104	Bolivia[6]	11.0
104	Gambia, The[7]	11.0
104	Kenya[7]	11.0
104	Malawi	11.0
104	Morocco	11.0
109	Colombia[5]	10.0
109	Dominican Republic[6]	10.0
109	Madagascar[7]	10.0
112	Burkina Faso[5]	9.0
112	Ghana[7]	9.0
112	India[4]	9.0
112	Nicaragua	9.0
112	Tanzania[6]	9.0
117	Angola[4]	8.0
117	El Salvador[6]	8.0
117	Mozambique	8.0
120	Burundi[5]	7.0
120	Honduras[6]	7.0
122	Ecuador[6]	6.0
122	Guatemala[6]	6.0
122	Indonesia[2]	6.0
122	Mali[6]	6.0
122	Pakistan[6]	6.0
127	Benin[6]	5.0
127	Nigeria[3]	5.0
127	Philippines[2]	5.0
130	Bangladesh[4]	4.0
130	Chad[4]	4.0
130	Côte d'Ivoire[5]	4.0
130	Mauritania[5]	4.0
130	Uganda[7]	4.0
135	Senegal[6]	3.0
136	Ethiopia[6]	2.0
137	Cambodia[3]	1.0
n/a	Hong Kong SAR	n/a
n/a	Timor-Leste	n/a



SOURCES: World Health Organization, *World Health Statistics 2010*; national sources

[1] 2000 [2] 2002 [3] 2004 [4] 2005 [5] 2006 [6] 2008 [7] 2009

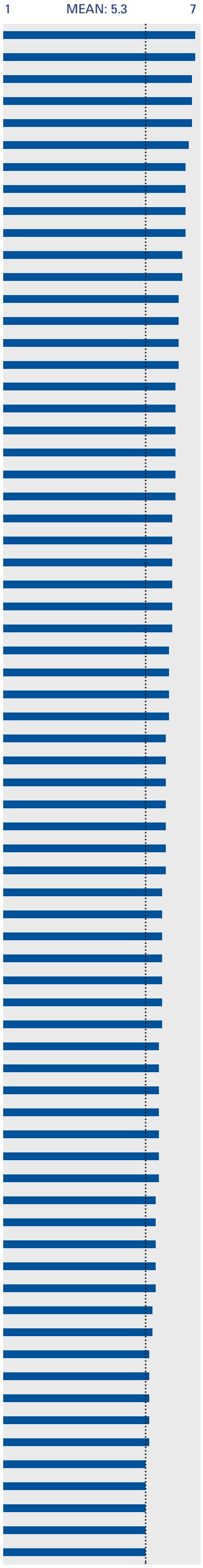
5th Pillar

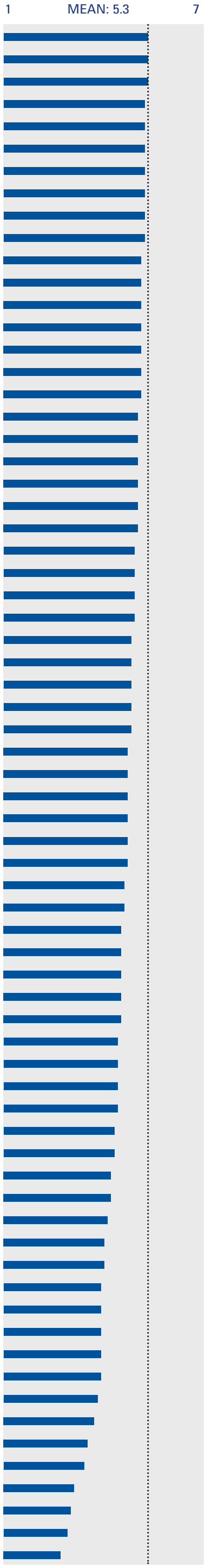
Prioritization of Travel & Tourism

5.01 Government prioritization of the T&T industry

How much of a priority is the development of the T&T industry for the government of your country? [1 = not a priority at all; 7 = a top priority] | 2009–10 weighted average

RANK	COUNTRY/ECONOMY	SCORE
1	Rwanda	6.8
2	Barbados	6.8
3	New Zealand	6.7
4	Tunisia	6.7
5	Mauritius	6.7
6	Singapore	6.6
7	Malta	6.5
8	United Arab Emirates	6.5
9	Austria	6.5
10	Jamaica	6.5
11	Morocco	6.4
12	Hong Kong SAR	6.4
13	Costa Rica	6.3
14	Spain	6.3
15	Gambia, The	6.3
16	Thailand	6.3
17	France	6.2
18	Cyprus	6.2
19	Ireland	6.2
20	Namibia	6.2
21	Switzerland	6.2
22	Oman	6.2
23	Dominican Republic	6.1
24	South Africa	6.1
25	Malaysia	6.1
26	Portugal	6.1
27	Senegal	6.1
28	Greece	6.1
29	Mali	6.0
30	Montenegro	6.0
31	Puerto Rico	6.0
32	Uruguay	6.0
33	Australia	5.9
34	Cambodia	5.9
35	Cape Verde	5.9
36	Sri Lanka	5.9
37	Panama	5.9
38	Burkina Faso	5.9
39	Botswana	5.9
40	Croatia	5.8
41	Kenya	5.8
42	Bahrain	5.8
43	Madagascar	5.8
44	Georgia	5.8
45	Mexico	5.8
46	Egypt	5.8
47	Qatar	5.7
48	Mozambique	5.7
49	Nepal	5.7
50	Canada	5.7
51	Iceland	5.7
52	Zimbabwe	5.7
53	Zambia	5.7
54	Azerbaijan	5.6
55	Jordan	5.6
56	Swaziland	5.6
57	Vietnam	5.6
58	Taiwan, China	5.6
59	Peru	5.5
60	Lebanon	5.5
61	Sweden	5.4
62	Estonia	5.4
63	United Kingdom	5.4
64	Japan	5.4
65	Turkey	5.4
66	Armenia	5.3
67	Syria	5.3
68	Luxembourg	5.3
69	Czech Republic	5.3
70	Philippines	5.3
71	Indonesia	5.3
72	Saudi Arabia	5.3
73	Israel	5.3
74	Malawi	5.2
75	China	5.2
76	Italy	5.2
77	United States	5.2
78	Uganda	5.2
79	Brunei Darussalam	5.2
80	India	5.2
81	Netherlands	5.1
82	Hungary	5.1
83	Belgium	5.1
84	Colombia	5.1
85	Denmark	5.1
86	Norway	5.1
87	Tajikistan	5.1
88	Honduras	5.0
89	Guyana	5.0
90	Mauritania	5.0
91	El Salvador	5.0
92	Albania	5.0
93	Ethiopia	5.0
94	Slovenia	4.9
95	Tanzania	4.9
96	Ecuador	4.9
97	Mongolia	4.9
98	Benin	4.8
99	Ghana	4.8
100	Argentina	4.8
101	Korea, Rep.	4.8
102	Finland	4.8
103	Serbia	4.7
104	Brazil	4.7
105	Lesotho	4.7
106	Kyrgyz Republic	4.7
107	Germany	4.7
108	Bulgaria	4.7
109	Algeria	4.6
110	Macedonia, FYR	4.6
111	Latvia	4.5
112	Guatemala	4.5
113	Chile	4.5
114	Kazakhstan	4.5
115	Trinidad and Tobago	4.5
116	Romania	4.4
117	Timor-Leste	4.4
118	Cameroon	4.4
119	Nigeria	4.4
120	Nicaragua	4.3
121	Chad	4.3
122	Russian Federation	4.2
123	Bangladesh	4.2
124	Lithuania	4.1
125	Moldova	4.0
126	Burundi	4.0
127	Côte d'Ivoire	3.9
128	Poland	3.9
129	Libya	3.9
130	Ukraine	3.9
131	Slovak Republic	3.9
132	Bolivia	3.8
133	Iran, Islamic Rep.	3.7
134	Pakistan	3.5
135	Paraguay	3.4
136	Bosnia and Herzegovina	3.1
137	Angola	3.0
138	Kuwait	2.9
139	Venezuela	2.7





SOURCE: World Economic Forum, Executive Opinion Survey 2009, 2010

5.02 T&T government expenditure

T&T government expenditure as a percentage of total budget | 2009

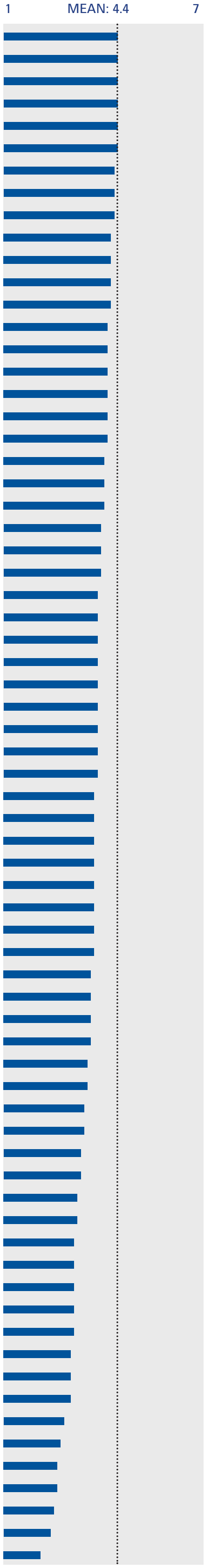
RANK	COUNTRY/ECONOMY	SCORE
1	Dominican Republic	21.3
2	Jamaica	16.9
3	Mauritius	16.1
4	Barbados	15.9
5	Malta	11.3
6	Iceland	10.9
7	Jordan	10.4
8	Singapore	10.2
9	Gambia, The	9.6
10	Cambodia	9.3
11	Cyprus	9.2
12	Lebanon	9.1
13	Indonesia	9.0
14	Greece	8.1
15	Estonia	8.1
16	Paraguay	7.9
17	Hong Kong SAR	7.5
18	Tunisia	7.3
19	Switzerland	7.1
20	Kenya	7.0
21	Egypt	6.7
22	Spain	6.5
23	Cape Verde	6.2
24	Costa Rica	6.2
25	Botswana	6.1
26	Portugal	6.1
27	Guyana	6.0
28	Norway	5.6
29	Madagascar	5.6
30	Tanzania	5.6
31	Qatar	5.6
32	United Arab Emirates	5.5
33	Trinidad and Tobago	5.4
34	United States	5.2
35	Hungary	5.2
36	Nepal	5.1
37	Uruguay	5.1
38	Ukraine	5.0
39	Panama	4.9
40	Mexico	4.8
41	Austria	4.7
42	Guatemala	4.6
43	Romania	4.4
44	Sri Lanka	4.4
45	Slovenia	4.2
46	Puerto Rico	4.2
47	Japan	4.2
48	Chile	4.1
49	Canada	4.1
50	Kazakhstan	4.1
50	Mongolia	4.1
52	Honduras	4.1
53	Ireland	4.0
54	Bahrain	3.9
55	China	3.9
56	Chad	3.8
57	Albania	3.8
58	Ecuador	3.8
59	Armenia	3.7
60	Australia	3.7
61	Senegal	3.7
62	Czech Republic	3.6
63	Philippines	3.6
64	Morocco	3.6
65	Italy	3.6
66	Venezuela	3.5
67	Ghana	3.3
68	Belgium	3.3
69	New Zealand	3.2
70	Bulgaria	3.2
71	Moldova	3.2
72	Namibia	3.1
73	Syria	3.1
74	Bolivia	3.1
75	Azerbaijan	3.1
76	Benin	3.1
77	Latvia	3.1
78	Lithuania	3.0
79	France	3.0
80	Finland	3.0
81	Swaziland	3.0
82	Iran, Islamic Rep.	2.9
83	Brazil	2.8
84	United Kingdom	2.8
85	Thailand	2.7
86	Peru	2.7
87	Libya	2.7
88	Luxembourg	2.7
89	Poland	2.7
90	Montenegro	2.7
91	Russian Federation	2.7
92	El Salvador	2.6
93	Korea, Rep.	2.5
94	Mozambique	2.5
95	Argentina	2.4
96	Zimbabwe	2.4
97	Denmark	2.4
98	Ethiopia	2.4
99	Uganda	2.3
100	Sweden	2.2
101	Netherlands	2.2
102	Slovak Republic	2.1
103	Bangladesh	2.1
104	Nicaragua	2.1
105	Zambia	2.1
106	Israel	2.1
107	Colombia	2.0
108	Germany	2.0
109	Pakistan	2.0
110	Burkina Faso	1.9
111	Kyrgyz Republic	1.8
112	Cameroon	1.8
113	Malaysia	1.7
114	Taiwan, China	1.7
115	Mali	1.7
116	Rwanda	1.7
117	Côte d'Ivoire	1.4
118	Vietnam	1.4
119	Croatia	1.4
120	Malawi	1.3
121	Macedonia, FYR	1.3
122	Oman	1.2
123	Lesotho	1.2
124	Kuwait	1.2
125	Algeria	1.1
126	Angola	1.1
127	Bosnia and Herzegovina	1.1
128	India	1.0
129	Saudi Arabia	0.9
130	Serbia	0.8
131	Burundi	0.7
132	Brunei Darussalam	0.7
133	Turkey	0.5
134	South Africa	0.5
135	Nigeria	0.3
n/a	Georgia	n/a
n/a	Mauritania	n/a
n/a	Tajikistan	n/a
n/a	Timor-Leste	n/a

SOURCE: World Travel & Tourism Council, Tourism Satellite Accounting Research 2009

5.03 Effectiveness of marketing and branding to attract tourists

How would you assess the effectiveness of your country's marketing and branding campaigns to attract tourists? [1 = very ineffective; 7 = very effective] | 2009–10 weighted average

RANK	COUNTRY/ECONOMY	SCORE
1	United Arab Emirates	6.5
2	Austria	6.4
3	Rwanda	6.3
4	Singapore	6.1
5	New Zealand	6.1
6	Barbados	6.0
7	Switzerland	5.9
8	Mauritius	5.9
9	Jamaica	5.9
10	Ireland	5.7
11	Qatar	5.6
12	Morocco	5.6
13	Montenegro	5.6
14	Costa Rica	5.6
15	Malaysia	5.5
16	Hong Kong SAR	5.5
17	Spain	5.5
18	Tunisia	5.5
19	Kenya	5.5
20	Thailand	5.5
21	Panama	5.4
22	Oman	5.4
23	France	5.4
24	Mali	5.4
25	China	5.3
26	South Africa	5.2
27	United States	5.2
28	Gambia, The	5.2
29	Uruguay	5.1
30	Iceland	5.1
31	Swaziland	5.1
32	Puerto Rico	5.1
33	Peru	5.1
34	Dominican Republic	5.1
35	Malta	5.0
36	Sri Lanka	5.0
37	Namibia	5.0
38	Cyprus	5.0
39	Netherlands	5.0
40	Sweden	5.0
41	Bahrain	4.9
42	Egypt	4.9
43	United Kingdom	4.9
44	Australia	4.9
45	Burkina Faso	4.9
46	Portugal	4.9
47	Turkey	4.9
48	Mexico	4.8
49	Taiwan, China	4.8
50	Jordan	4.8
51	Germany	4.8
52	Cambodia	4.8
53	Canada	4.8
54	Mozambique	4.7
55	Luxembourg	4.7
56	Colombia	4.7
57	Denmark	4.7
58	Indonesia	4.6
59	Zambia	4.6
60	Madagascar	4.6
61	Brunei Darussalam	4.6
62	Vietnam	4.5
63	India	4.5
64	Saudi Arabia	4.5
65	Greece	4.5
66	Honduras	4.5
67	Japan	4.5
68	Slovenia	4.4
69	El Salvador	4.4
70	Norway	4.4
71	Estonia	4.4
72	Albania	4.4
73	Senegal	4.4
74	Tanzania	4.4
75	Botswana	4.4
76	Nepal	4.4
77	Ecuador	4.3
78	Belgium	4.3
79	Croatia	4.3
80	Lesotho	4.2
81	Argentina	4.2
82	Uganda	4.2
83	Malawi	4.2
84	Azerbaijan	4.1
85	Czech Republic	4.1
86	Finland	4.1
87	Benin	4.1
88	Syria	4.1
89	Ethiopia	4.1
90	Georgia	4.0
91	Guyana	4.0
92	Mauritania	4.0
93	Serbia	3.9
94	Chile	3.9
95	Brazil	3.9
96	Hungary	3.8
97	Cape Verde	3.8
98	Armenia	3.8
99	Philippines	3.8
100	Ghana	3.8
101	Nigeria	3.8
102	Macedonia, FYR	3.8
103	Trinidad and Tobago	3.8
104	Korea, Rep.	3.8
105	Guatemala	3.7
106	Israel	3.7
107	Poland	3.7
108	Italy	3.7
109	Latvia	3.7
110	Bulgaria	3.7
111	Tajikistan	3.7
112	Timor-Leste	3.7
113	Lebanon	3.6
114	Zimbabwe	3.6
115	Mongolia	3.6
116	Iran, Islamic Rep.	3.6
117	Nicaragua	3.5
118	Romania	3.5
119	Russian Federation	3.4
120	Ukraine	3.4
121	Libya	3.3
122	Lithuania	3.3
123	Chad	3.2
124	Kazakhstan	3.2
125	Bangladesh	3.1
126	Kyrgyz Republic	3.1
127	Algeria	3.1
128	Pakistan	3.1
129	Paraguay	3.1
130	Cameroon	3.0
131	Bolivia	3.0
132	Bosnia and Herzegovina	3.0
133	Moldova	2.8
134	Côte d'Ivoire	2.7
135	Burundi	2.6
136	Kuwait	2.6
137	Slovak Republic	2.5
138	Angola	2.4
139	Venezuela	2.1



SOURCE: World Economic Forum, Executive Opinion Survey 2009, 2010

5.04 Comprehensiveness of annual T&T data

Comprehensiveness of annual T&T data | 2005–08

RANK	COUNTRY/ECONOMY	SCORE
1	Azerbaijan	68
1	Cyprus	68
1	Finland	68
1	France	68
1	Israel	68
1	Italy	68
1	Latvia	68
1	Peru	68
1	Saudi Arabia	68
1	Spain	68
1	Turkey	68
12	Norway	67
12	Poland	67
14	Hungary	66
15	Albania	64
15	Bulgaria	64
15	Jordan	64
15	Lithuania	64
15	Mexico	64
15	Nicaragua	64
15	Tunisia	64
22	Russian Federation	63
22	Slovenia	63
22	United Kingdom	63
25	Moldova	62
25	Venezuela	62
27	Portugal	61
28	Chile	60
28	China	60
28	Dominican Republic	60
28	Indonesia	60
28	Kazakhstan	60
28	Morocco	60
28	Mozambique	60
28	Panama	60
36	El Salvador	59
36	Ireland	59
36	Malta	59
36	Syria	59
40	Egypt	58
40	Uruguay	58
42	Slovak Republic	57
42	Swaziland	57
44	Croatia	56
44	Denmark	56
44	Iceland	56
44	Jamaica	56
44	Macedonia, FYR	56
44	Mauritius	56
44	New Zealand	56
44	Paraguay	56
44	Puerto Rico	56
44	Romania	56
44	Sri Lanka	56
55	Philippines	55
56	Armenia	53
56	Honduras	53
58	Argentina	52
58	Austria	52
58	Bolivia	52
58	Cambodia	52
58	Costa Rica	52
58	Estonia	52
58	Germany	52
58	Greece	52
58	Hong Kong SAR	52
58	Malaysia	52
58	Netherlands	52
58	Singapore	52
58	United States	52
58	Zimbabwe	52
72	Canada	51
72	Kenya	51
74	Angola	50
75	Australia	48
75	Belgium	48
75	Czech Republic	48
75	India	48
75	Serbia	48
75	Sweden	48
75	Switzerland	48
75	Trinidad and Tobago	48
83	Guatemala	47
83	Pakistan	47
85	Botswana	46
85	Mali	46
85	South Africa	46
88	Lesotho	44
88	Luxembourg	44
88	Madagascar	44
88	Taiwan, China	44
88	Tanzania	44
93	Bahrain	43
93	Barbados	43
93	Georgia	43
93	Korea, Rep.	43
93	Senegal	43
98	Japan	42
98	Kyrgyz Republic	42
98	Zambia	42
101	Bangladesh	41
101	Burkina Faso	41
101	Kuwait	41
101	Ukraine	41
105	Benin	40
105	Cape Verde	40
105	Montenegro	40
105	Namibia	40
105	Nepal	40
105	Nigeria	40
111	Gambia, The	39
111	Thailand	39
113	Colombia	38
114	Malawi	37
115	Algeria	36
115	Bosnia and Herzegovina	36
115	Oman	36
118	Libya	35
119	Brazil	32
119	Ecuador	32
119	Lebanon	32
119	Uganda	32
123	Ethiopia	29
123	Qatar	29
125	Brunei Darussalam	28
126	Cameroon	27
126	Ghana	27
128	Vietnam	25
129	Mongolia	24
130	Burundi	23
131	Iran, Islamic Rep.	19
132	Rwanda	18
133	Timor-Leste	16
134	Chad	15
134	Guyana	15
136	United Arab Emirates	14
137	Tajikistan	12
138	Côte d'Ivoire	11
139	Mauritania	0

SOURCE: United Nations World Tourism Organization

5.05 Timeliness of providing monthly/quarterly T&T data

Timeliness of providing monthly/quarterly T&T data | October 2009–September 2010

RANK	COUNTRY/ECONOMY	SCORE
1	Barbados	18.0
1	China	18.0
1	Cyprus	18.0
1	Korea, Rep.	18.0
1	Morocco	18.0
6	Bulgaria	17.5
6	Japan	17.5
6	Serbia	17.5
6	Slovenia	17.5
6	Spain	17.5
6	Turkey	17.5
12	Australia	16.5
12	Austria	16.5
12	Cambodia	16.5
12	Chile	16.5
12	Dominican Republic	16.5
12	Ecuador	16.5
12	France	16.5
12	Georgia	16.5
12	Germany	16.5
12	Guatemala	16.5
12	Honduras	16.5
12	Hong Kong SAR	16.5
12	Iceland	16.5
12	India	16.5
12	Indonesia	16.5
12	Israel	16.5
12	Malta	16.5
12	Mauritius	16.5
12	Mexico	16.5
12	Mongolia	16.5
12	Montenegro	16.5
12	Nepal	16.5
12	New Zealand	16.5
12	Panama	16.5
12	Paraguay	16.5
12	Portugal	16.5
12	Romania	16.5
12	Singapore	16.5
12	Switzerland	16.5
12	Taiwan, China	16.5
12	Thailand	16.5
12	Tunisia	16.5
12	Uruguay	16.5
45	United States	16.0
46	Bosnia and Herzegovina	15.5
46	Canada	15.5
46	Colombia	15.5
46	Croatia	15.5
46	Egypt	15.5
46	El Salvador	15.5
46	Estonia	15.5
46	Finland	15.5
46	Greece	15.5
46	Jamaica	15.5
46	Kenya	15.5
46	Macedonia, FYR	15.5
46	Malaysia	15.5
46	Nicaragua	15.5
46	South Africa	15.5
46	Sweden	15.5
46	United Kingdom	15.5
63	Italy	15.0
63	Slovak Republic	15.0
63	Sri Lanka	15.0
66	Belgium	14.5
66	Jordan	14.5
66	Lithuania	14.5
66	Netherlands	14.5
66	Norway	14.5
66	Philippines	14.5
72	Albania	13.5
72	Argentina	13.5
72	Armenia	13.5
72	Azerbaijan	13.5
72	Brazil	13.5
72	Cape Verde	13.5
72	Costa Rica	13.5
72	Czech Republic	13.5
72	Ireland	13.5
72	Kazakhstan	13.5
72	Latvia	13.5
72	Pakistan	13.5
72	Peru	13.5
72	Poland	13.5
72	Russian Federation	13.5
72	Ukraine	13.5
88	Denmark	12.5
89	Guyana	12.0
89	Hungary	12.0
89	Madagascar	12.0
89	Saudi Arabia	12.0
89	Swaziland	12.0
89	Syria	12.0
89	Vietnam	12.0
96	Luxembourg	11.0
96	Senegal	11.0
98	Mozambique	10.5
98	Uganda	10.5
98	Venezuela	10.5
101	Lebanon	10.0
102	Kyrgyz Republic	9.0
102	Moldova	9.0
102	Namibia	9.0
102	Timor-Leste	9.0
102	United Arab Emirates	9.0
107	Puerto Rico	8.0
108	Trinidad and Tobago	4.0
109	Algeria	3.0
109	Angola	3.0
109	Bahrain	3.0
109	Benin	3.0
109	Bolivia	3.0
109	Burkina Faso	3.0
109	Ethiopia	3.0
109	Gambia, The	3.0
109	Kuwait	3.0
109	Lesotho	3.0
109	Malawi	3.0
109	Qatar	3.0
109	Tanzania	3.0
122	Iran, Islamic Rep.	2.5
123	Bangladesh	0.0
123	Botswana	0.0
123	Brunei Darussalam	0.0
123	Burundi	0.0
123	Cameroon	0.0
123	Chad	0.0
123	Côte d'Ivoire	0.0
123	Ghana	0.0
123	Libya	0.0
123	Mali	0.0
123	Mauritania	0.0
123	Nigeria	0.0
123	Oman	0.0
123	Rwanda	0.0
123	Tajikistan	0.0
123	Zambia	0.0
123	Zimbabwe	0.0

SOURCE: United Nations World Tourism Organization

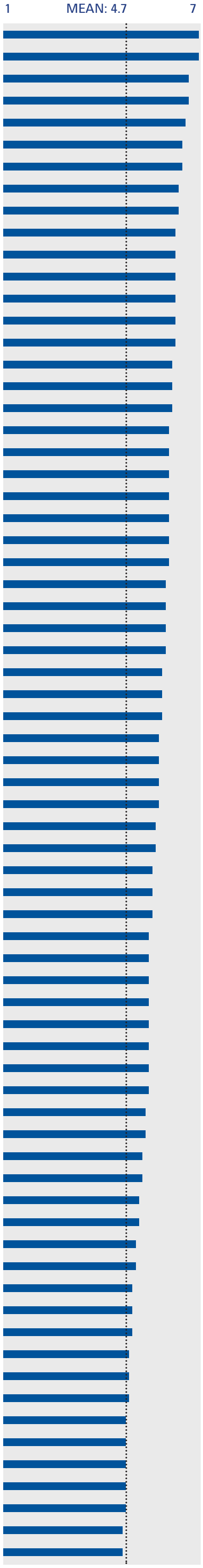
6th Pillar

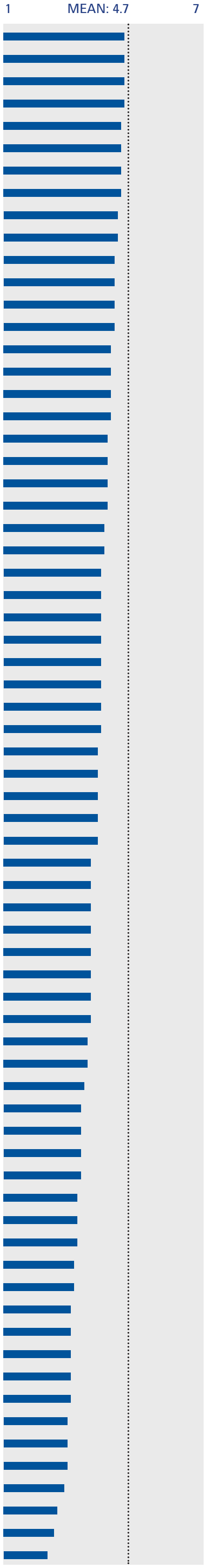
Air transport infrastructure

6.01 Quality of air transport infrastructure

How would you assess passenger air transport infrastructure in your country? [1 = extremely underdeveloped; 7 = extensive and efficient by international standards] | 2009–10 weighted average

RANK	COUNTRY/ECONOMY	SCORE
1	Hong Kong SAR	6.9
2	Singapore	6.9
3	Germany	6.6
4	United Arab Emirates	6.6
5	Switzerland	6.5
6	Denmark	6.4
7	Iceland	6.4
8	Netherlands	6.3
9	France	6.3
10	Norway	6.2
11	New Zealand	6.2
12	Sweden	6.2
13	Barbados	6.2
14	Belgium	6.2
15	Finland	6.2
16	Qatar	6.1
17	Czech Republic	6.1
18	South Africa	6.1
19	Puerto Rico	6.0
20	Bahrain	6.0
21	Malta	6.0
22	Korea, Rep.	6.0
23	Canada	6.0
24	Panama	6.0
25	Austria	6.0
26	Chile	5.9
27	Luxembourg	5.9
28	Thailand	5.9
29	Malaysia	5.9
30	Australia	5.8
31	Spain	5.8
32	United States	5.8
33	El Salvador	5.7
34	United Kingdom	5.7
35	Jordan	5.7
36	Lebanon	5.7
37	Israel	5.6
38	Tunisia	5.6
39	Egypt	5.5
40	Trinidad and Tobago	5.5
41	Oman	5.5
42	Latvia	5.4
43	Cyprus	5.4
44	Turkey	5.4
45	Greece	5.4
46	Saudi Arabia	5.4
47	Jamaica	5.4
48	Ethiopia	5.4
49	Guatemala	5.4
50	Portugal	5.3
51	Dominican Republic	5.3
52	Ireland	5.2
53	Taiwan, China	5.2
54	Japan	5.1
55	Namibia	5.1
56	Mauritius	5.0
57	Kenya	5.0
58	Albania	4.9
59	Azerbaijan	4.9
60	Brunei Darussalam	4.9
61	Gambia, The	4.8
62	Sri Lanka	4.8
63	Slovenia	4.8
64	Kuwait	4.7
65	Mexico	4.7
66	Hungary	4.7
67	Morocco	4.7
68	Uruguay	4.7
69	Indonesia	4.6
70	Honduras	4.6
71	India	4.6
72	Croatia	4.6
73	Ecuador	4.6
74	Estonia	4.6
75	Côte d'Ivoire	4.5
76	Senegal	4.5
77	Armenia	4.5
78	Peru	4.5
79	China	4.4
80	Costa Rica	4.4
81	Pakistan	4.3
82	Cape Verde	4.3
83	Cambodia	4.3
84	Italy	4.3
85	Ghana	4.2
86	Georgia	4.2
87	Nicaragua	4.2
88	Vietnam	4.2
89	Colombia	4.1
90	Bulgaria	4.1
91	Montenegro	4.1
92	Mozambique	4.1
93	Brazil	4.0
94	Botswana	4.0
95	Kazakhstan	3.9
96	Benin	3.9
97	Rwanda	3.9
98	Algeria	3.9
99	Zimbabwe	3.9
100	Uganda	3.9
101	Nigeria	3.9
102	Romania	3.9
103	Bolivia	3.8
104	Russian Federation	3.8
105	Guyana	3.8
106	Madagascar	3.8
107	Tajikistan	3.8
108	Poland	3.6
109	Moldova	3.6
110	Ukraine	3.6
111	Zambia	3.6
112	Philippines	3.6
113	Venezuela	3.6
114	Lithuania	3.6
115	Argentina	3.6
116	Nepal	3.5
117	Bangladesh	3.5
118	Tanzania	3.4
119	Malawi	3.3
120	Slovak Republic	3.3
121	Burundi	3.3
122	Cameroon	3.3
123	Mali	3.2
124	Serbia	3.2
125	Swaziland	3.2
126	Syria	3.1
127	Macedonia, FYR	3.1
128	Angola	3.0
129	Mongolia	3.0
130	Iran, Islamic Rep.	3.0
131	Burkina Faso	3.0
132	Kyrgyz Republic	3.0
133	Libya	2.9
134	Timor-Leste	2.9
135	Mauritania	2.9
136	Chad	2.8
137	Paraguay	2.6
138	Bosnia and Herzegovina	2.5
139	Lesotho	2.3



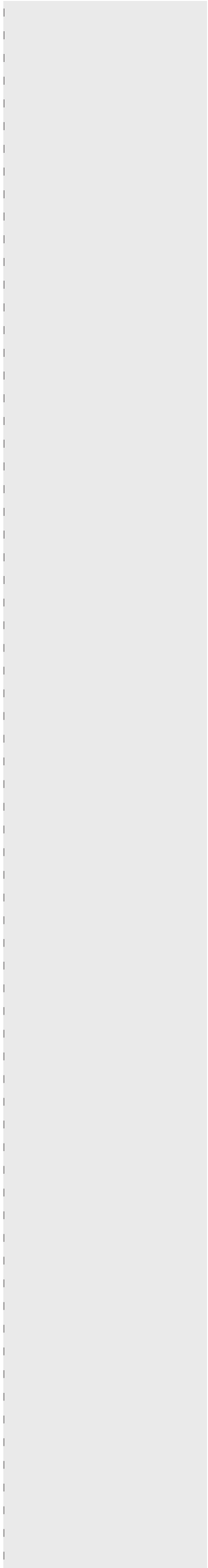


SOURCE: World Economic Forum, Executive Opinion Survey 2009, 2010

6.02 Available seat kilometers, domestic

Scheduled available domestic seat kilometers per week originating in country (in millions) | January and July 2010 average

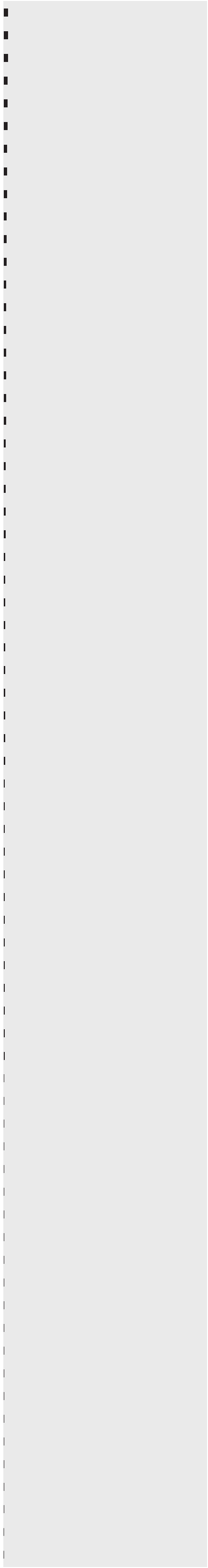
RANK	COUNTRY/ECONOMY	SCORE
1	United States	20,965.2
2	China	6,848.3
3	Japan	1,947.0
4	Brazil	1,879.3
5	Russian Federation	1,483.1
6	Australia	1,419.4
7	India	1,163.2
8	Canada	1,141.1
9	Indonesia	833.1
10	Spain	689.9
11	Mexico	673.3
12	Italy	567.2
13	France	334.2
14	Malaysia	320.8
15	Germany	306.7
16	South Africa	289.8
17	United Kingdom	259.1
18	Turkey	239.0
19	Thailand	209.4
20	Argentina	207.4
21	Philippines	197.6
22	Vietnam	188.4
23	Saudi Arabia	185.9
24	Iran, Islamic Rep.	171.0
25	Korea, Rep.	162.4
26	Chile	160.8
27	Norway	157.0
28	Colombia	154.3
29	New Zealand	121.3
30	Portugal	75.5
31	Pakistan	74.1
32	Peru	72.7
33	Nigeria	62.4
34	Kazakhstan	60.4
35	Greece	60.2
36	Sweden	58.4
37	Venezuela	48.5
38	Ecuador	33.7
39	Egypt	32.9
40	Finland	32.0
41	Taiwan, China	29.1
42	Algeria	23.0
43	Ukraine	19.3
44	Denmark	17.6
45	Libya	17.3
46	Bolivia	16.8
47	Kenya	14.0
48	Mozambique	13.7
49	Morocco	13.0
50	Romania	11.9
51	Oman	8.2
52	Poland	8.0
53	Austria	7.2
54	Ireland	6.3
55	Tanzania	5.4
56	Switzerland	5.3
57	Bangladesh	5.1
58	Madagascar	4.8
59	Ethiopia	4.8
60	Croatia	4.0
61	Nepal	3.7
62	Mongolia	3.2
63	Israel	3.2
64	Iceland	2.5
65	Panama	2.4
66	Syria	2.2
67	Honduras	2.2
68	Mauritius	1.9
69	Bulgaria	1.7
70	Zambia	1.7
71	Cambodia	1.6
72	Cape Verde	1.2
73	Botswana	1.2
74	Trinidad and Tobago	1.1
75	Costa Rica	1.1
76	Czech Republic	1.0
77	Zimbabwe	0.9
78	Namibia	0.7
79	Jordan	0.7
80	Ghana	0.7
81	Paraguay	0.7
82	Jamaica	0.6
83	Tunisia	0.5
84	Guatemala	0.5
85	Malawi	0.5
86	Kyrgyz Republic	0.4
87	Cyprus	0.3
88	Mali	0.2
89	Estonia	0.2
90	Uganda	0.1
91	Nicaragua	0.1
92	Burkina Faso	0.1
93	Dominican Republic	0.1
94	United Arab Emirates	0.1
95	Cameroon	0.1
96	Netherlands	0.1
97	Tajikistan	0.0
98	Belgium	0.0
99	Rwanda	0.0
100	Azerbaijan	0.0
101	Georgia	0.0
102	Uruguay	0.0
103	Albania	0.0
103	Angola	0.0
103	Armenia	0.0
103	Bahrain	0.0
103	Barbados	0.0
103	Benin	0.0
103	Bosnia and Herzegovina	0.0
103	Brunei Darussalam	0.0
103	Burundi	0.0
103	Chad	0.0
103	Côte d'Ivoire	0.0
103	El Salvador	0.0
103	Gambia, The	0.0
103	Guyana	0.0
103	Hong Kong SAR	0.0
103	Hungary	0.0
103	Kuwait	0.0
103	Latvia	0.0
103	Lebanon	0.0
103	Lesotho	0.0
103	Lithuania	0.0
103	Luxembourg	0.0
103	Macedonia, FYR	0.0
103	Malta	0.0
103	Mauritania	0.0
103	Moldova	0.0
103	Montenegro	0.0
103	Qatar	0.0
103	Senegal	0.0
103	Serbia	0.0
103	Singapore	0.0
103	Slovak Republic	0.0
103	Slovenia	0.0
103	Sri Lanka	0.0
103	Swaziland	0.0
103	Timor-Leste	0.0
n/a	Puerto Rico	n/a



SOURCES: International Air Transport Association, SRS Analyser; national sources

6.03 Available seat kilometers, international

Scheduled available international seat kilometers per week originating in country (in millions) | January and July 2010 average



RANK	ECONOMY	SCORE
1	United States	10,110.7
2	United Kingdom	5,817.5
3	Germany	4,058.7
4	France	3,167.3
5	United Arab Emirates	2,899.4
6	Japan	2,849.8
7	Spain	2,663.2
8	China	2,278.3
9	Australia	2,167.8
10	Hong Kong SAR	2,079.6
11	Singapore	1,908.6
12	Thailand	1,819.3
13	Canada	1,817.9
14	Italy	1,699.2
15	Netherlands	1,639.1
16	India	1,607.0
17	Korea, Rep.	1,502.9
18	Brazil	1,122.4
19	Russian Federation	1,034.3
20	Turkey	1,011.2
21	Malaysia	973.8
22	Mexico	887.8
23	South Africa	849.5
24	Taiwan, China	806.0
25	Switzerland	793.9
26	Qatar	699.7
27	Saudi Arabia	636.5
28	Egypt	625.7
29	Indonesia	617.8
30	Philippines	591.1
31	Portugal	583.3
32	New Zealand	546.3
33	Greece	509.1
34	Belgium	505.9
35	Argentina	500.8
36	Israel	467.4
37	Austria	385.8
38	Denmark	380.2
39	Ireland	378.2
40	Morocco	351.8
41	Sweden	332.7
42	Finland	309.4
43	Vietnam	305.1
44	Dominican Republic	297.1
45	Poland	281.3
46	Peru	280.1
47	Pakistan	271.4
48	Norway	267.7
49	Chile	265.2
50	Colombia	248.8
51	Kenya	243.5
52	Bahrain	240.3
53	Kuwait	230.7
54	Nigeria	214.2
55	Panama	200.8
56	Venezuela	198.4
57	Bangladesh	192.0
58	Cyprus	180.2
59	Czech Republic	179.5
60	Sri Lanka	177.7
61	Jordan	170.7
62	Romania	166.0
63	Mauritius	165.4
64	Ukraine	160.0
65	Lebanon	151.4
66	Iran, Islamic Rep.	147.9
67	Ethiopia	147.5
68	Jamaica	139.7
69	Tunisia	128.9
70	Oman	127.8
71	Algeria	124.2
72	Hungary	123.8
73	Costa Rica	123.0
74	Senegal	107.0
75	Libya	106.3
76	Ecuador	105.5
77	Kazakhstan	102.8
78	Ghana	95.4
79	Angola	93.4
80	Syria	89.3
81	Bulgaria	83.4
82	Iceland	74.5
83	Barbados	72.7
84	Latvia	72.5
85	El Salvador	70.2
86	Nepal	62.3
87	Brunei Darussalam	62.1
88	Trinidad and Tobago	60.3
89	Azerbaijan	59.7
90	Croatia	58.3
91	Malta	58.2
92	Tanzania	51.6
93	Cambodia	48.0
94	Serbia	46.9
95	Uruguay	43.2
96	Guatemala	42.9
97	Uganda	40.7
98	Armenia	40.0
99	Tajikistan	39.6
100	Cameroon	39.6
101	Bolivia	38.9
102	Côte d'Ivoire	34.5
103	Madagascar	32.8
104	Lithuania	32.8
105	Namibia	29.7
106	Cape Verde	27.8
107	Mali	26.3
108	Zambia	23.8
109	Georgia	23.6
110	Albania	22.9
111	Honduras	21.9
112	Zimbabwe	21.8
113	Kyrgyz Republic	21.4
114	Luxembourg	20.1
115	Slovak Republic	20.0
116	Benin	18.7
117	Nicaragua	17.6
118	Mongolia	15.4
119	Slovenia	14.9
120	Paraguay	13.8
121	Montenegro	13.7
122	Moldova	13.6
123	Estonia	13.4
124	Burkina Faso	13.2
125	Timor-Leste	9.8
126	Mozambique	9.5
127	Gambia, The	8.0
128	Chad	7.7
129	Guyana	7.5
130	Mauritania	7.2
131	Bosnia and Herzegovina	6.9
132	Malawi	6.8
133	Macedonia, FYR	5.3
134	Rwanda	4.1
135	Botswana	2.4
136	Burundi	2.1
137	Swaziland	0.4
138	Lesotho	0.3
n/a	Puerto Rico	n/a

SOURCES: International Air Transport Association, SRS Analyser; national sources

6.04 Departures per 1,000 population

Number of departures per 1,000 population | 2008

RANK	COUNTRY/ECONOMY	SCORE
1	Luxembourg[6]	92.6
2	Ireland[6]	82.2
3	Norway[4]	55.3
4	Qatar[6]	53.3
5	New Zealand	51.6
6	Bahrain[4]	45.6
7	Iceland[6]	42.1
8	Malta[6]	37.8
9	Canada	36.0
10	Puerto Rico[6]	35.7
11	Brunei Darussalam[6]	32.8
12	United States	29.7
13	Denmark[4]	29.6
14	United Arab Emirates[4]	22.2
15	Finland	21.5
16	Sweden[4]	21.2
17	Switzerland	20.8
18	Cyprus[6]	20.7
19	Singapore[6]	19.3
20	Hong Kong SAR[6]	19.0
21	Australia	18.4
22	Austria	18.1
23	United Kingdom	17.2
24	Belgium	16.7
25	Netherlands	16.0
26	Portugal	15.0
27	Germany	14.1
28	Spain	13.5
29	France	13.3
30	Latvia[6]	12.7
31	Oman[4]	12.4
32	Greece	11.4
33	Trinidad and Tobago	11.3
34	Panama[6]	10.0
35	Slovenia[6]	9.7
36	Mauritius	9.3
37	Montenegro[5]	8.9
38	Estonia	8.6
39	Costa Rica	8.1
40	Kuwait[6]	8.0
41	Jamaica[6]	7.9
42	Czech Republic	7.5
43	Malaysia	6.5
44	Chile	6.5
45	Italy	6.4
46	Israel	6.2
47	Saudi Arabia	6.0
48	Croatia	5.6
49	Jordan	5.3
50	Korea, Rep.	5.1
51	Japan	5.1
52	Venezuela	4.9
53	Hungary[6]	4.5
54	Slovak Republic	4.4
55	Colombia	4.2
56	Russian Federation	3.7
57	Ecuador	3.6
58	Lithuania	3.6
59	El Salvador	3.4
60	Brazil	3.4
61	South Africa	3.2
62	Botswana	3.2
63	Turkey	2.9
64	Serbia[6]	2.7
65	Uruguay[6]	2.6
66	Romania	2.6
67	Namibia	2.6
68	Mexico	2.5
69	Poland	2.4
70	Peru	2.4
71	Bolivia	2.2
72	Tunisia[6]	2.1
73	Mongolia	2.1
74	Bulgaria	2.1
75	Armenia[6]	2.0
76	Morocco	1.9
77	Argentina	1.9
78	Thailand	1.9
79	Paraguay	1.7
80	Libya	1.6
81	Indonesia	1.5
82	Albania[6]	1.4
83	China	1.4
84	Azerbaijan	1.4
85	Kazakhstan	1.2
86	Bosnia and Herzegovina[3]	1.2
87	Tajikistan	1.2
88	Macedonia, FYR[6]	1.2
89	Moldova[6]	1.1
90	Ukraine	1.1
91	Georgia[6]	1.1
92	Sri Lanka[6]	1.1
93	Syria	0.9
94	Algeria	0.9
95	Vietnam	0.9
96	Kenya	0.8
97	Philippines	0.8
98	Egypt	0.7
99	Kyrgyz Republic	0.7
100	Madagascar	0.6
101	Senegal[5]	0.6
102	India	0.5
103	Cameroon	0.5
104	Ethiopia	0.5
105	Mozambique	0.5
106	Zimbabwe	0.5
107	Guyana[2]	0.4
108	Mauritania	0.4
109	Zambia	0.3
110	Pakistan	0.3
111	Malawi	0.3
112	Cambodia	0.3
113	Nepal	0.2
114	Ghana[4]	0.2
115	Tanzania	0.1
116	Nigeria	0.1
117	Benin[2]	0.1
118	Burkina Faso	0.1
119	Nicaragua[1]	
120	Chad[2]	0.1
121	Bangladesh	0.1
122	Mali[2]	0.1
123	Côte d'Ivoire[2]	0.0
124	Uganda[6]	0.0
n/a	Angola	n/a
n/a	Barbados	n/a
n/a	Burundi	n/a
n/a	Cape Verde	n/a
n/a	Dominican Republic	n/a
n/a	Gambia, The	n/a
n/a	Guatemala	n/a
n/a	Honduras	n/a
n/a	Iran, Islamic Rep.	n/a
n/a	Lebanon	n/a
n/a	Lesotho	n/a
n/a	Rwanda	n/a
n/a	Swaziland	n/a
n/a	Taiwan, China	n/a
n/a	Timor-Leste	n/a

SOURCES: Booz & Company; national sources

[1] 2000 [2] 2001 [3] 2003 [4] 2004 [5] 2005 [6] 2006

6.05 Airport density

Number of airports per million population | 2010

RANK	COUNTRY/ECONOMY	SCORE
1	Iceland	28.4
2	Cape Verde	14.0
3	Norway	10.7
4	Canada	7.9
5	New Zealand	6.6
6	Panama	6.5
7	Australia	6.3
8	Mongolia	4.9
9	Cyprus	4.6
10	Sweden	4.4
11	Finland	4.1
12	Costa Rica	4.0
13	Barbados	3.9
14	Estonia	3.7
15	Greece	3.5
16	Namibia	3.3
17	Montenegro	3.2
18	Brunei Darussalam	2.5
19	Malta	2.4
20	United States	2.2
21	Botswana	2.1
22	Luxembourg	2.0
23	Ireland	2.0
24	Timor-Leste	1.8
25	Croatia	1.8
26	Libya	1.7
27	Denmark	1.6
28	Mauritius	1.6
29	Qatar	1.6
30	Puerto Rico	1.5
31	Portugal	1.5
32	Trinidad and Tobago	1.5
33	Madagascar	1.4
34	Bolivia	1.3
35	Guyana	1.3
36	Malaysia	1.3
37	Bahrain	1.3
38	Colombia	1.2
39	Kazakhstan	1.1
40	Ecuador	1.1
41	Honduras	1.1
42	Argentina	1.1
43	Oman	1.1
44	Bosnia and Herzegovina	1.1
45	United Kingdom	1.1
46	Saudi Arabia	1.1
47	Chile	1.0
48	France	1.0
49	Slovenia	1.0
50	Macedonia, FYR	1.0
51	Spain	0.9
52	Switzerland	0.9
53	Lithuania	0.9
54	United Arab Emirates	0.9
55	Latvia	0.9
56	Algeria	0.9
57	Venezuela	0.9
58	Swaziland	0.9
59	Russian Federation	0.8
60	Tunisia	0.8
61	Jamaica	0.7
62	Slovak Republic	0.7
63	Iran, Islamic Rep.	0.7
64	Nepal	0.7
65	Austria	0.7
66	Nicaragua	0.7
67	Romania	0.7
68	Georgia	0.7
69	Peru	0.7
70	Italy	0.7
71	Armenia	0.6
72	Taiwan, China	0.6
73	Japan	0.6
74	Dominican Republic	0.6
75	Gambia, The	0.6
76	Uruguay	0.6
77	Mozambique	0.6
78	Turkey	0.6
79	Zambia	0.6
80	Israel	0.5
81	Mexico	0.5
82	Brazil	0.5
83	Bulgaria	0.5
84	Jordan	0.5
85	Morocco	0.5
86	Lesotho	0.5
87	Philippines	0.5
88	Czech Republic	0.5
89	Belgium	0.5
90	Germany	0.5
91	Thailand	0.4
92	Tajikistan	0.4
93	Singapore	0.4
94	South Africa	0.4
95	Serbia	0.4
96	Kyrgyz Republic	0.4
97	Kuwait	0.4
98	Kenya	0.4
99	Tanzania	0.4
100	Azerbaijan	0.3
101	Senegal	0.3
102	Indonesia	0.3
103	Paraguay	0.3
104	Albania	0.3
105	Mali	0.3
106	Mauritania	0.3
107	Netherlands	0.3
108	Ukraine	0.3
109	Hungary	0.3
110	Poland	0.3
111	Korea, Rep.	0.3
112	Moldova	0.3
113	Vietnam	0.2
114	Syria	0.2
115	Zimbabwe	0.2
116	Lebanon	0.2
117	Ethiopia	0.2
118	Rwanda	0.2
119	El Salvador	0.2
120	Cameroon	0.2
121	Pakistan	0.2
122	Egypt	0.1
123	Guatemala	0.1
124	Hong Kong SAR	0.1
125	Cambodia	0.1
126	Malawi	0.1
127	Burkina Faso	0.1
128	Ghana	0.1
129	Uganda	0.1
130	Nigeria	0.1
131	Burundi	0.1
132	China	0.1
133	Benin	0.1
134	Chad	0.1
135	India	0.1
136	Angola	0.1
137	Sri Lanka	0.0
138	Côte d'Ivoire	0.0
139	Bangladesh	0.0

SOURCES: International Air Transport Association, SRS Analyser; national sources

6.06 Number of operating airlines

Number of airlines with scheduled flights originating in country | 2010

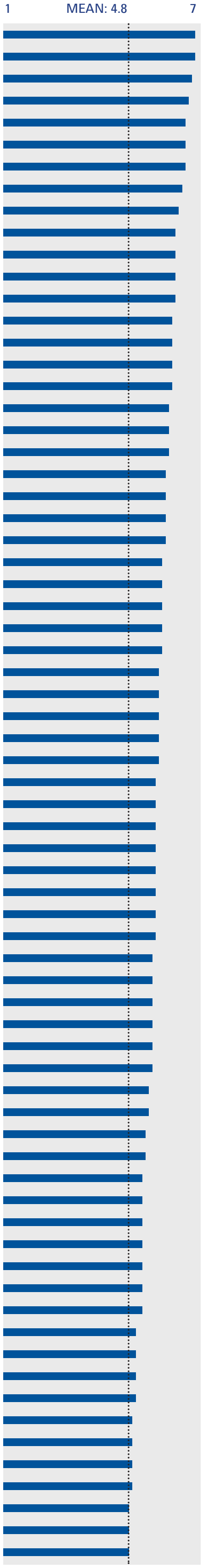
RANK	COUNTRY/ECONOMY	SCORE
1	United States	188.0
2	France	167.5
3	United Kingdom	166.5
4	Germany	165.5
5	Italy	152.0
6	Spain	122.5
7	Russian Federation	112.5
8	China	105.5
9	Canada	104.5
10	Switzerland	100.5
11	United Arab Emirates	98.0
12	Netherlands	93.5
13	Turkey	92.5
14	Thailand	89.0
15	Greece	83.5
16	Japan	79.5
17	India	78.5
18	Egypt	75.5
19	Austria	75.0
20	Belgium	73.5
21	Sweden	67.0
22	Hong Kong SAR	65.5
23	Denmark	64.0
24	Australia	60.5
25	Malaysia	59.0
26	Mexico	57.5
27	Portugal	55.5
27	Singapore	55.5
29	Israel	53.5
29	South Africa	53.5
31	Brazil	53.0
31	Ukraine	53.0
33	Korea, Rep.	51.0
34	Czech Republic	50.0
35	Saudi Arabia	48.0
36	Poland	45.5
37	Cyprus	45.0
37	Indonesia	45.0
37	Norway	45.0
40	Dominican Republic	43.0
41	Lebanon	41.5
42	Morocco	41.0
42	Syria	41.0
42	Vietnam	41.0
45	Romania	39.5
46	Kuwait	39.0
47	Bulgaria	38.5
48	Kenya	38.0
49	Argentina	37.0
49	Jordan	37.0
51	Hungary	36.5
52	Finland	36.0
52	Philippines	36.0
52	Venezuela	36.0
55	Taiwan, China	35.0
56	Serbia	34.5
57	Tunisia	33.5
58	Ireland	32.5
59	Iran, Islamic Rep.	32.0
60	Croatia	31.5
61	Azerbaijan	29.5
61	Kazakhstan	29.5
61	Nigeria	29.5
64	Bahrain	28.5
65	Colombia	28.0
65	Oman	28.0
67	Qatar	27.5
68	Jamaica	26.0
69	Armenia	24.5
69	Bangladesh	24.5
69	Pakistan	24.5
72	Ghana	23.5
72	Libya	23.5
72	Nepal	23.5
75	Senegal	23.0
76	Costa Rica	22.5
76	Peru	22.5
76	Sri Lanka	22.5
79	Chile	21.5
79	Tanzania	21.5
81	Lithuania	20.0
82	Algeria	19.5
82	Ecuador	19.5
84	New Zealand	18.0
84	Tajikistan	18.0
86	Cambodia	17.5
86	Panama	17.5
86	Uganda	17.5
89	Puerto Rico	16.0
90	Georgia	15.5
91	Cameroon	15.0
92	Benin	14.5
92	Côte d'Ivoire	14.5
92	Honduras	14.5
92	Latvia	14.5
92	Malta	14.5
97	Albania	14.0
97	Guatemala	14.0
97	Kyrgyz Republic	14.0
100	Mali	13.5
101	Bolivia	13.0
101	Mauritius	13.0
101	Zambia	13.0
104	Angola	12.5
104	Barbados	12.5
104	Uruguay	12.5
107	Macedonia, FYR	12.0
108	Ethiopia	11.5
108	Luxembourg	11.5
108	Moldova	11.5
108	Montenegro	11.5
108	Trinidad and Tobago	11.5
113	Estonia	11.0
113	Zimbabwe	11.0
115	Bosnia and Herzegovina	10.5
116	Slovenia	10.0
117	El Salvador	9.0
117	Gambia, The	9.0
117	Iceland	9.0
120	Burkina Faso	8.5
120	Nicaragua	8.5
122	Madagascar	7.5
122	Timor-Leste	7.5
124	Cape Verde	7.0
124	Mozambique	7.0
124	Paraguay	7.0
127	Mongolia	6.0
127	Slovak Republic	6.0
129	Brunei Darussalam	5.0
129	Namibia	5.0
131	Botswana	4.5
131	Burundi	4.5
131	Malawi	4.5
134	Chad	4.0
134	Mauritania	4.0
134	Rwanda	4.0
137	Guyana	3.0
138	Lesotho	1.0
138	Swaziland	1.0

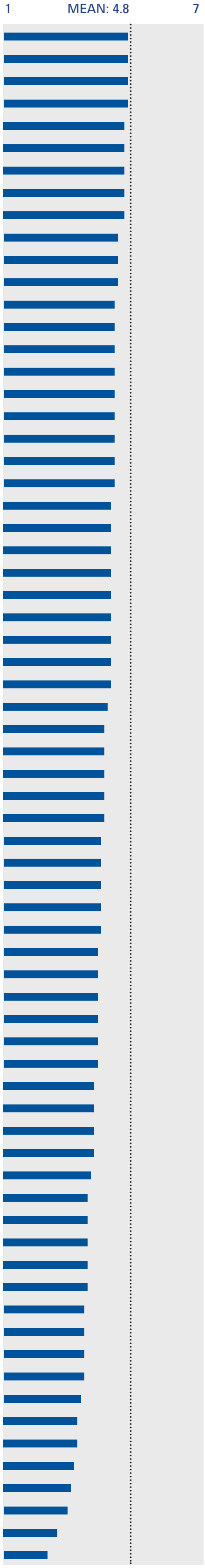
SOURCE: International Air Transport Association, SRS Analyser

6.07 International air transport network

To what extent does the air transport network in your country provide connections to the overseas markets offering the greatest potential to your country's businesses? [1 = not at all; 7 = extremely well] | 2009–10 weighted average

RANK	COUNTRY/ECONOMY	SCORE
1	Singapore	6.8
2	Hong Kong SAR	6.8
3	Germany	6.7
4	United Arab Emirates	6.6
5	Qatar	6.5
6	Switzerland	6.5
7	France	6.5
8	Netherlands	6.4
9	United Kingdom	6.3
10	Iceland	6.2
11	Panama	6.2
12	South Africa	6.2
13	New Zealand	6.2
14	Canada	6.1
15	Finland	6.1
16	Austria	6.1
17	Barbados	6.1
18	Denmark	6.0
19	Chile	6.0
20	Bahrain	6.0
21	United States	5.9
22	Thailand	5.9
23	Belgium	5.9
24	Sweden	5.9
25	Czech Republic	5.8
26	Japan	5.8
27	Australia	5.8
28	Malaysia	5.8
29	Dominican Republic	5.8
30	Jordan	5.7
31	Spain	5.7
32	Taiwan, China	5.7
33	Malta	5.7
34	Turkey	5.7
35	Saudi Arabia	5.6
36	Tunisia	5.6
37	Korea, Rep.	5.6
38	Norway	5.6
39	Trinidad and Tobago	5.6
40	Puerto Rico	5.6
41	Lebanon	5.6
42	El Salvador	5.6
43	Israel	5.5
44	Costa Rica	5.5
45	Luxembourg	5.5
46	Ireland	5.5
47	Ethiopia	5.5
48	Guatemala	5.5
49	Jamaica	5.4
50	Portugal	5.4
51	Cyprus	5.3
52	Mauritius	5.3
53	Greece	5.2
54	India	5.2
55	Mexico	5.2
56	Oman	5.2
57	Latvia	5.2
58	Namibia	5.2
59	Kenya	5.2
60	Morocco	5.0
61	Sri Lanka	5.0
62	Honduras	5.0
63	Senegal	5.0
64	Brunei Darussalam	4.9
65	Brazil	4.9
66	Egypt	4.9
67	Azerbaijan	4.9
68	Peru	4.8
69	Kuwait	4.8
70	Ghana	4.8
71	Hungary	4.7
72	Colombia	4.7
73	Albania	4.7
74	China	4.7
75	Ecuador	4.6
76	Indonesia	4.6
77	Slovenia	4.6
78	Gambia, The	4.6
79	Cape Verde	4.6
80	Mozambique	4.4
81	Romania	4.4
82	Uganda	4.4
83	Philippines	4.3
84	Côte d'Ivoire	4.3
85	Zambia	4.3
86	Nigeria	4.3
87	Kazakhstan	4.3
88	Pakistan	4.3
89	Uruguay	4.3
90	Rwanda	4.3
91	Nicaragua	4.3
92	Estonia	4.2
93	Russian Federation	4.2
94	Italy	4.2
95	Bulgaria	4.2
96	Cambodia	4.2
97	Armenia	4.2
98	Montenegro	4.2
99	Poland	4.2
100	Croatia	4.2
101	Vietnam	4.1
102	Argentina	4.0
103	Georgia	4.0
104	Benin	4.0
105	Zimbabwe	4.0
106	Bangladesh	4.0
107	Tajikistan	3.9
108	Madagascar	3.9
109	Malawi	3.9
110	Tanzania	3.9
111	Cameroon	3.9
112	Guyana	3.8
113	Algeria	3.8
114	Mali	3.8
115	Venezuela	3.8
116	Angola	3.8
117	Ukraine	3.8
118	Moldova	3.7
119	Botswana	3.7
120	Burundi	3.7
121	Bolivia	3.7
122	Syria	3.6
123	Nepal	3.5
124	Chad	3.5
125	Libya	3.5
126	Burkina Faso	3.5
127	Lithuania	3.5
128	Serbia	3.4
129	Swaziland	3.4
130	Slovak Republic	3.4
131	Kyrgyz Republic	3.4
132	Iran, Islamic Rep.	3.3
133	Mongolia	3.2
134	Macedonia, FYR	3.2
135	Timor-Leste	3.1
136	Paraguay	3.0
137	Mauritania	2.9
138	Lesotho	2.6
139	Bosnia and Herzegovina	2.3





SOURCE: World Economic Forum, Executive Opinion Survey 2009, 2010

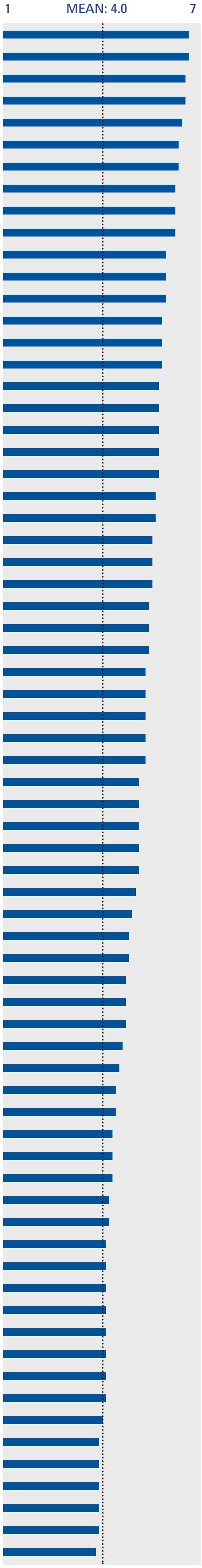
7th Pillar

Ground transport infrastructure

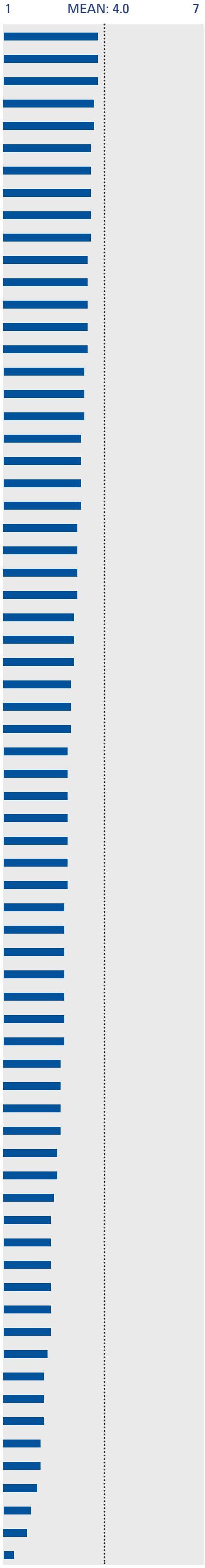
7.01 Quality of roads

How would you assess roads in your country? [1 = extremely underdeveloped; 7 = extensive and efficient by international standards] | 2009–10 weighted average

RANK	COUNTRY/ECONOMY	SCORE
1	Singapore	6.6
2	France	6.6
3	Switzerland	6.5
4	Hong Kong SAR	6.5
5	Germany	6.4
6	United Arab Emirates	6.3
7	Austria	6.3
8	Portugal	6.2
9	Denmark	6.2
10	Oman	6.2
11	Luxembourg	5.9
12	Chile	5.9
13	Finland	5.9
14	Korea, Rep.	5.8
15	Namibia	5.8
16	Taiwan, China	5.8
17	Canada	5.7
18	Sweden	5.7
19	United States	5.7
20	Spain	5.7
21	Malaysia	5.7
22	Japan	5.6
23	Cyprus	5.6
24	Belgium	5.5
25	Bahrain	5.5
26	Saudi Arabia	5.5
27	Netherlands	5.4
28	Iceland	5.4
29	El Salvador	5.4
30	Australia	5.3
31	Croatia	5.3
32	Lithuania	5.3
33	Brunei Darussalam	5.3
34	Barbados	5.3
35	United Kingdom	5.1
36	Thailand	5.1
37	Tunisia	5.1
38	Puerto Rico	5.1
39	Swaziland	5.1
40	Kuwait	5.0
41	Qatar	4.9
42	Slovenia	4.8
43	South Africa	4.8
44	Jordan	4.7
45	New Zealand	4.7
46	Turkey	4.7
47	Botswana	4.6
48	Estonia	4.5
49	Uruguay	4.4
50	Israel	4.4
51	Gambia, The	4.3
52	Ireland	4.3
53	China	4.3
54	Italy	4.2
55	Sri Lanka	4.2
56	Rwanda	4.1
57	Greece	4.1
58	Mauritius	4.1
59	Panama	4.1
60	Ethiopia	4.1
61	Guatemala	4.1
62	Mexico	4.1
63	Hungary	4.1
64	Trinidad and Tobago	4.0
65	Georgia	3.9
66	Algeria	3.9
67	Slovak Republic	3.9
68	Cape Verde	3.9
69	Guyana	3.9
70	Azerbaijan	3.8



RANK	COUNTRY/ECONOMY	SCORE
71	Jamaica	3.8
72	Pakistan	3.8
73	Cambodia	3.8
74	Iran, Islamic Rep.	3.7
75	Egypt	3.7
76	Malawi	3.6
77	Kenya	3.6
78	Dominican Republic	3.6
79	Norway	3.6
80	Czech Republic	3.6
81	Albania	3.5
82	Honduras	3.5
83	Ecuador	3.5
84	Indonesia	3.5
85	Syria	3.5
86	Ghana	3.4
87	Armenia	3.4
88	Morocco	3.4
89	Argentina	3.3
90	India	3.3
91	Senegal	3.3
92	Peru	3.3
93	Côte d'Ivoire	3.2
94	Zimbabwe	3.2
95	Nicaragua	3.2
96	Venezuela	3.2
97	Libya	3.1
98	Latvia	3.1
99	Macedonia, FYR	3.1
100	Bangladesh	3.0
101	Lebanon	3.0
102	Tajikistan	3.0
103	Mali	2.9
104	Tanzania	2.9
105	Brazil	2.9
106	Madagascar	2.9
107	Benin	2.9
108	Colombia	2.9
109	Lesotho	2.9
110	Zambia	2.8
111	Costa Rica	2.8
112	Montenegro	2.8
113	Malta	2.8
114	Philippines	2.8
115	Angola	2.8
116	Cameroon	2.8
117	Vietnam	2.7
118	Kyrgyz Republic	2.7
119	Uganda	2.7
120	Burundi	2.7
121	Bolivia	2.6
122	Burkina Faso	2.6
123	Serbia	2.5
124	Kazakhstan	2.4
125	Russian Federation	2.4
126	Chad	2.4
127	Mauritania	2.4
128	Nigeria	2.4
129	Mozambique	2.4
130	Nepal	2.3
131	Poland	2.2
132	Timor-Leste	2.2
133	Paraguay	2.2
134	Romania	2.1
135	Bulgaria	2.1
136	Ukraine	2.0
137	Bosnia and Herzegovina	1.8
138	Mongolia	1.7
139	Moldova	1.3

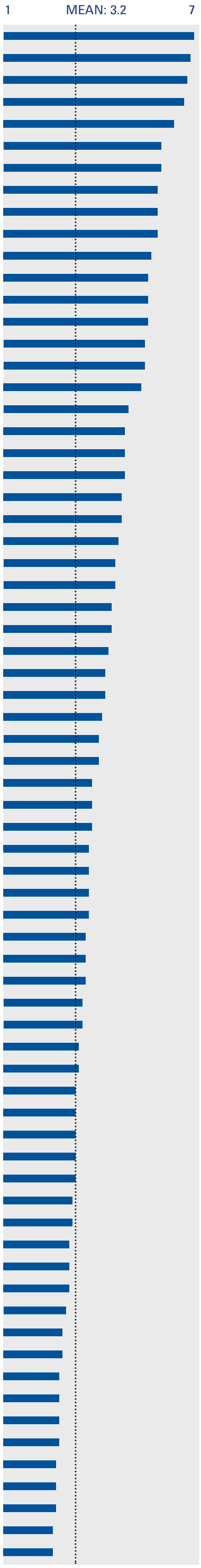


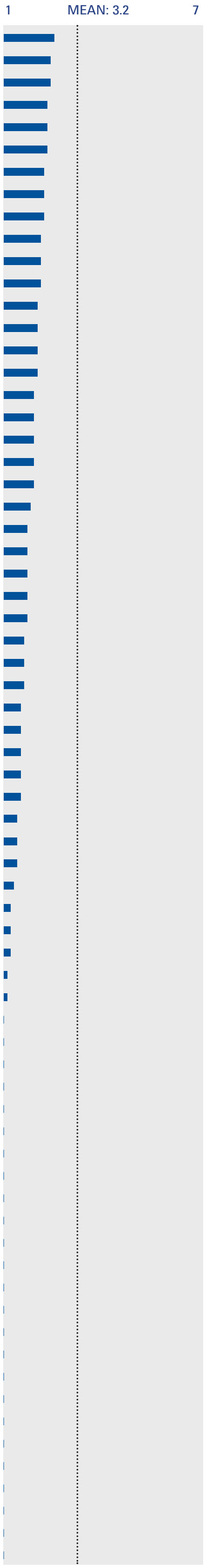
SOURCE: World Economic Forum, Executive Opinion Survey 2009, 2010

7.02 Quality of railroad infrastructure

How would you assess the railroad system in your country? [1 = extremely underdeveloped; 7 = extensive and efficient by international standards] | 2009–10 weighted average

RANK	COUNTRY/ECONOMY	SCORE
1	Switzerland	6.8
2	Hong Kong SAR	6.7
3	Japan	6.6
4	France	6.5
5	Germany	6.2
6	Singapore	5.8
7	Finland	5.8
8	Taiwan, China	5.7
9	Netherlands	5.7
10	Korea, Rep.	5.7
11	Belgium	5.5
12	Denmark	5.4
13	Spain	5.4
14	Sweden	5.4
15	Austria	5.3
16	Canada	5.3
17	Luxembourg	5.2
18	United States	4.8
19	United Kingdom	4.7
20	Malaysia	4.7
21	Slovak Republic	4.7
22	Czech Republic	4.6
23	India	4.6
24	Portugal	4.5
25	Ukraine	4.4
26	Australia	4.4
27	China	4.3
28	Lithuania	4.3
29	Tunisia	4.2
30	Namibia	4.1
31	Russian Federation	4.1
32	Kazakhstan	4.0
33	Latvia	3.9
34	Azerbaijan	3.9
35	Swaziland	3.7
36	Estonia	3.7
37	Morocco	3.7
38	Saudi Arabia	3.6
39	Italy	3.6
40	Sri Lanka	3.6
41	Georgia	3.6
42	Ireland	3.5
43	Hungary	3.5
44	Botswana	3.5
45	New Zealand	3.4
46	Egypt	3.4
47	South Africa	3.3
48	Croatia	3.3
49	Slovenia	3.2
50	Norway	3.2
51	Tajikistan	3.2
52	Israel	3.2
53	Iran, Islamic Rep.	3.2
54	Bulgaria	3.1
55	Pakistan	3.1
56	Indonesia	3.0
57	Thailand	3.0
58	Panama	3.0
59	Vietnam	2.9
60	Kyrgyz Republic	2.8
61	Zimbabwe	2.8
62	Poland	2.7
63	Turkey	2.7
64	Greece	2.7
65	Algeria	2.7
66	Syria	2.6
67	Moldova	2.6
68	Montenegro	2.6
69	Mongolia	2.5
70	Romania	2.5
71	Bangladesh	2.5
72	Tanzania	2.4
73	Mozambique	2.4
74	Kenya	2.3
75	Cameroon	2.3
76	Mexico	2.3
77	Chile	2.2
78	Malawi	2.2
79	Armenia	2.2
80	Côte d'Ivoire	2.1
81	Macedonia, FYR	2.1
82	Argentina	2.1
83	Dominican Republic	2.0
84	Zambia	2.0
85	Mali	2.0
86	Mauritania	2.0
87	Brazil	1.9
88	Benin	1.9
89	Senegal	1.9
90	Guyana	1.9
91	Peru	1.9
92	Burkina Faso	1.8
93	Serbia	1.7
94	Bolivia	1.7
95	Bosnia and Herzegovina	1.7
96	Madagascar	1.7
97	Philippines	1.7
98	Jordan	1.6
99	Cambodia	1.6
100	Costa Rica	1.6
101	Venezuela	1.5
102	Colombia	1.5
103	Ethiopia	1.5
104	Nigeria	1.5
105	Honduras	1.5
106	Ghana	1.4
107	Angola	1.4
108	Uruguay	1.4
109	Albania	1.3
110	El Salvador	1.2
111	Uganda	1.2
112	Nepal	1.2
113	Ecuador	1.1
114	Guatemala	1.1
115	Paraguay	1.0
116	Lebanon	1.0
n/a	Bahrain	n/a
n/a	Barbados	n/a
n/a	Brunei Darussalam	n/a
n/a	Burundi	n/a
n/a	Cape Verde	n/a
n/a	Chad	n/a
n/a	Cyprus	n/a
n/a	Gambia, The	n/a
n/a	Iceland	n/a
n/a	Jamaica	n/a
n/a	Kuwait	n/a
n/a	Lesotho	n/a
n/a	Libya	n/a
n/a	Malta	n/a
n/a	Mauritius	n/a
n/a	Nicaragua	n/a
n/a	Oman	n/a
n/a	Puerto Rico	n/a
n/a	Qatar	n/a
n/a	Rwanda	n/a
n/a	Timor-Leste	n/a
n/a	Trinidad and Tobago	n/a
n/a	United Arab Emirates	n/a



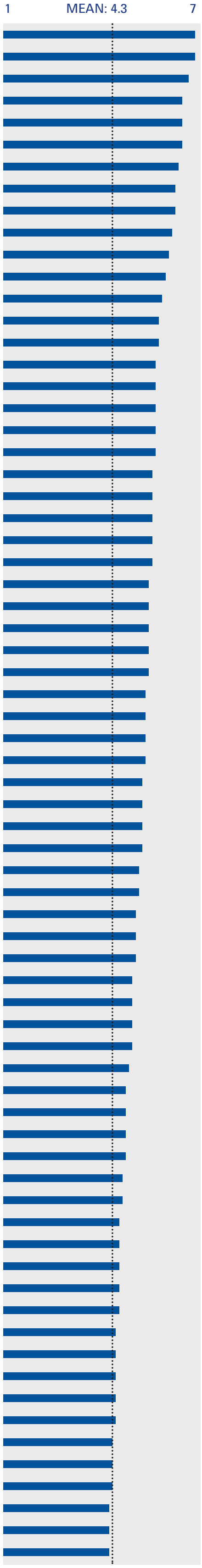


SOURCE: World Economic Forum, Executive Opinion Survey 2009, 2010

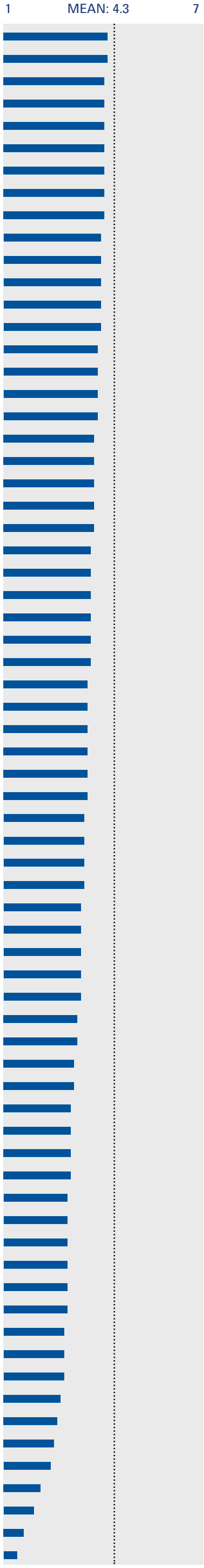
7.03 Quality of port infrastructure

How would you assess port facilities in your country? [1 = extremely underdeveloped; 7 = well developed and efficient by international standards*] | 2009–10 weighted average

RANK	COUNTRY/ECONOMY	SCORE
1	Hong Kong SAR	6.8
2	Singapore	6.8
3	Netherlands	6.6
4	Belgium	6.4
5	Germany	6.4
6	Finland	6.4
7	Iceland	6.3
8	United Arab Emirates	6.2
9	Sweden	6.2
10	Denmark	6.1
11	Panama	6.0
12	France	5.9
13	Bahrain	5.8
14	Canada	5.7
15	Norway	5.7
16	Namibia	5.6
17	Estonia	5.6
18	Spain	5.6
19	Malaysia	5.6
20	Malta	5.6
21	Barbados	5.5
22	United States	5.5
23	United Kingdom	5.5
24	Chile	5.5
25	Korea, Rep.	5.5
26	New Zealand	5.4
27	Qatar	5.4
28	Puerto Rico	5.4
29	Luxembourg	5.4
30	Taiwan, China	5.4
31	Jamaica	5.3
32	Honduras	5.3
33	Oman	5.3
34	Slovenia	5.3
35	Switzerland	5.2
36	Saudi Arabia	5.2
37	Japan	5.2
38	Uruguay	5.2
39	Cyprus	5.1
40	Gambia, The	5.1
41	Tunisia	5.0
42	Côte d'Ivoire	5.0
43	Thailand	5.0
44	Sri Lanka	4.9
45	Ireland	4.9
46	Australia	4.9
47	Portugal	4.9
48	Austria	4.8
49	South Africa	4.7
50	Lithuania	4.7
51	Senegal	4.7
52	Latvia	4.7
53	Israel	4.6
54	Czech Republic	4.6
55	Lebanon	4.5
56	Mauritius	4.5
57	Guatemala	4.5
58	Brunei Darussalam	4.5
59	Ghana	4.5
60	Ethiopia	4.4
61	Zimbabwe	4.4
62	Morocco	4.4
63	Kuwait	4.4
64	Jordan	4.4
65	Dominican Republic	4.3
66	Trinidad and Tobago	4.3
67	China	4.3
68	Swaziland	4.2
69	Egypt	4.2
70	Azerbaijan	4.2



RANK	COUNTRY/ECONOMY	SCORE
71	El Salvador	4.1
72	Turkey	4.1
73	Pakistan	4.0
74	Greece	4.0
75	Georgia	4.0
76	Benin	4.0
77	Hungary	4.0
78	Slovak Republic	4.0
79	Croatia	4.0
80	Burkina Faso	3.9
81	Italy	3.9
82	Cambodia	3.9
83	India	3.9
84	Iran, Islamic Rep.	3.9
85	Kenya	3.8
86	Botswana	3.8
87	Bulgaria	3.8
88	Argentina	3.8
89	Mexico	3.7
90	Macedonia, FYR	3.7
91	Mali	3.7
92	Ecuador	3.7
93	Russian Federation	3.7
94	Ukraine	3.6
95	Zambia	3.6
96	Indonesia	3.6
97	Vietnam	3.6
98	Mauritania	3.6
99	Malawi	3.6
100	Albania	3.5
101	Uganda	3.5
102	Cape Verde	3.5
103	Guyana	3.5
104	Mozambique	3.5
105	Colombia	3.5
106	Montenegro	3.4
107	Bangladesh	3.4
108	Madagascar	3.4
109	Paraguay	3.4
110	Cameroon	3.3
111	Kazakhstan	3.3
112	Mongolia	3.3
113	Peru	3.3
114	Poland	3.3
115	Algeria	3.2
116	Libya	3.2
117	Syria	3.1
118	Lesotho	3.1
119	Tanzania	3.0
120	Burundi	3.0
121	Nigeria	3.0
122	Romania	3.0
123	Brazil	2.9
124	Moldova	2.9
125	Nepal	2.9
126	Nicaragua	2.9
127	Bolivia	2.9
128	Armenia	2.9
129	Serbia	2.8
130	Rwanda	2.8
131	Philippines	2.8
132	Costa Rica	2.7
133	Chad	2.6
134	Timor-Leste	2.5
135	Venezuela	2.4
136	Angola	2.1
137	Tajikistan	1.9
138	Bosnia and Herzegovina	1.6
139	Kyrgyz Republic	1.4



SOURCE: World Economic Forum, Executive Opinion Survey 2009, 2010

*For landlocked countries: How accessible are port facilities? [1 = extremely inaccessbile; 7 = extremely accessible]

7.04 Quality of ground transport network

To what extent does your country's national ground transport network (buses, trains, taxis, etc.) offer efficient, accessible transportation to key business centers and tourist attractions within your country? [1 = not at all; 7 = extremely well] | 2009–10 weighted average

RANK	COUNTRY/ECONOMY	SCORE
1	Switzerland	6.8
2	Hong Kong SAR	6.7
3	Germany	6.6
4	Singapore	6.6
5	France	6.3
6	Japan	6.3
7	Sweden	6.1
8	Finland	6.1
9	Taiwan, China	6.0
10	Czech Republic	6.0
11	Austria	6.0
12	Iceland	6.0
13	Spain	5.9
14	Denmark	5.9
15	Barbados	5.9
16	Belgium	5.8
17	United Arab Emirates	5.8
18	Netherlands	5.8
19	Portugal	5.7
20	Canada	5.7
21	Korea, Rep.	5.6
22	Chile	5.6
23	Turkey	5.6
24	Uruguay	5.5
25	Tunisia	5.5
26	Luxembourg	5.4
27	United Kingdom	5.4
28	United States	5.3
29	Malaysia	5.3
30	Gambia, The	5.3
31	Saudi Arabia	5.3
32	New Zealand	5.2
33	Lithuania	5.2
34	Estonia	5.2
35	Australia	5.2
36	Croatia	5.1
37	Ukraine	5.0
38	Norway	5.0
39	Slovenia	5.0
40	Israel	5.0
41	Thailand	5.0
42	Oman	5.0
43	China	5.0
44	Azerbaijan	5.0
45	Jordan	5.0
46	Benin	4.9
47	Qatar	4.9
48	Greece	4.8
49	Bahrain	4.8
50	Costa Rica	4.8
51	Latvia	4.8
52	Rwanda	4.8
53	Kenya	4.8
54	Namibia	4.8
55	Kuwait	4.8
56	Trinidad and Tobago	4.7
57	Mexico	4.7
58	Malawi	4.7
59	Syria	4.7
60	Senegal	4.6
61	Hungary	4.6
62	India	4.6
63	Mauritius	4.6
64	Uganda	4.6
65	Sri Lanka	4.6
66	Cameroon	4.6
67	Kazakhstan	4.6
68	Mali	4.6
69	Vietnam	4.5
70	Kyrgyz Republic	4.5
71	Slovak Republic	4.5
72	Zambia	4.5
73	Guyana	4.5
74	Brazil	4.5
75	Morocco	4.5
76	Jamaica	4.5
77	Puerto Rico	4.4
78	Burundi	4.4
79	Bulgaria	4.4
80	Cyprus	4.4
81	Armenia	4.4
82	Dominican Republic	4.4
83	Swaziland	4.3
84	Egypt	4.3
85	Honduras	4.3
86	Ethiopia	4.3
87	Georgia	4.3
88	Indonesia	4.3
89	Ghana	4.3
90	El Salvador	4.2
91	Colombia	4.2
92	Pakistan	4.2
93	Serbia	4.2
94	Tajikistan	4.2
95	Botswana	4.2
96	Poland	4.2
97	Mauritania	4.2
98	Côte d'Ivoire	4.2
99	Argentina	4.1
100	Guatemala	4.1
101	Russian Federation	4.1
102	Cape Verde	4.1
103	Montenegro	4.1
104	Ireland	4.1
105	Malta	4.1
106	Moldova	4.0
107	Macedonia, FYR	4.0
108	Nepal	4.0
109	Cambodia	4.0
110	Ecuador	3.9
111	Italy	3.9
112	Algeria	3.9
113	Burkina Faso	3.9
114	Iran, Islamic Rep.	3.8
115	Peru	3.8
116	Madagascar	3.8
117	Lesotho	3.8
118	Brunei Darussalam	3.8
119	Zimbabwe	3.8
120	Tanzania	3.8
121	Bangladesh	3.7
122	Nigeria	3.7
123	Bosnia and Herzegovina	3.7
124	Albania	3.7
125	South Africa	3.6
126	Panama	3.6
127	Romania	3.6
128	Mozambique	3.5
129	Bolivia	3.5
130	Chad	3.4
131	Philippines	3.4
132	Mongolia	3.4
133	Lebanon	3.3
134	Nicaragua	3.2
135	Venezuela	3.2
136	Paraguay	3.1
137	Libya	2.9
138	Timor-Leste	2.7
139	Angola	1.9

SOURCE: World Economic Forum, Executive Opinion Survey 2009, 2010

7.05 Road density

Kilometers of road per 100 square kilometers of land | 2007

RANK	COUNTRY/ECONOMY	SCORE
1	Malta[6]	704.7
2	Belgium[7]	498.7
3	Bahrain[4]	493.0
4	Singapore	471.7
5	Barbados[5]	372.0
5	Netherlands[6]	372.0
7	Japan	316.0
8	Puerto Rico[5]	289.0
9	Hungary	210.4
10	Jamaica	201.3
11	Luxembourg[5]	201.0
12	Slovenia	191.0
13	Hong Kong SAR	184.0
14	Germany	180.5
15	Switzerland	172.9
16	France	172.5
17	United Kingdom	172.4
18	Denmark	168.0
19	Bangladesh[4]	166.0
20	Czech Republic	162.9
21	Trinidad and Tobago[1]	162.2
22	Italy[6]	162.0
23	Sri Lanka[4]	148.0
24	Cyprus	132.4
25	Ireland[4]	132.0
25	Spain[4]	132.0
27	Estonia	128.3
28	Austria	127.8
29	Lithuania	123.6
30	Taiwan, China	114.0
31	India	111.6
32	Latvia	107.9
33	Korea, Rep.	102.8
34	Uruguay[5]	102.0
35	Mauritius	99.4
36	Sweden	94.8
37	Portugal[6]	89.8
38	Slovak Republic[7]	89.2
39	Greece[6]	89.0
40	Romania[5]	83.4
41	Poland	82.8
42	Israel	81.0
43	Costa Rica	71.7
44	Azerbaijan[5]	68.0
44	Qatar[7]	68.0
44	United States[6]	68.0
47	Lebanon[6]	67.0
47	Philippines[4]	67.0
49	Albania[3]	63.0
49	Brunei Darussalam[6]	63.0
51	Rwanda[5]	57.0
52	Turkey[7]	54.5
53	Macedonia, FYR	53.8
54	Croatia	51.4
55	Serbia[3]	51.3
56	Vietnam	48.6
57	Burundi[5]	48.0
58	El Salvador[1]	47.7
59	Bosnia and Herzegovina[6]	43.0
60	Moldova	37.7
61	Bulgaria[6]	37.0
62	China	36.0
63	Thailand[7]	35.2
64	New Zealand	35.0
65	Burkina Faso[5]	34.0
66	Pakistan[7]	33.8
67	Gambia, The[5]	33.0
68	Kuwait[5]	32.0
69	South Africa[6]	29.9
70	Georgia[7]	29.3
71	Norway	28.7
72	Malaysia[6]	28.2
73	Ukraine	28.1
74	Dominican Republic[1]	25.9
75	Armenia	25.2
76	Côte d'Ivoire[5]	25.0
76	Ghana[6]	25.0
76	Zimbabwe[3]	25.0
79	Finland	23.3
80	Cambodia[5]	22.0
81	Nigeria[5]	21.0
81	Swaziland[3]	21.0
81	Syria	21.0
84	Brazil[5]	20.0
84	Indonesia[6]	20.0
86	Lesotho[1]	19.6
87	Tajikistan[1]	19.5
88	Mexico	18.3
89	Benin[5]	17.0
89	Uganda[4]	17.0
91	Malawi[4]	16.0
92	Oman	15.8
93	Panama[1]	15.4
94	Ecuador	15.4
95	Colombia[7]	14.8
96	Canada[5]	14.0
96	Nicaragua[5]	14.0
98	Montenegro[8]	13.0
99	Guatemala[1]	12.9
100	Morocco	12.9
101	Iceland	12.7
102	Zambia[2]	12.1
103	Honduras[1]	12.1
104	Nepal[5]	12.0
104	Tunisia[5]	12.0
106	Cameroon[5]	11.0
107	Australia[4]	11.0
107	Kenya[5]	11.0
109	Venezuela[1]	10.5
110	Chile[2]	10.5
111	Iran, Islamic Rep.[7]	10.5
112	Saudi Arabia[6]	10.3
113	Kyrgyz Republic[1]	9.3
114	Egypt[5]	9.0
115	Jordan	8.7
116	Madagascar[1]	8.5
117	Argentina[4]	8.0
117	Tanzania[4]	8.0
119	Paraguay[1]	7.3
120	Senegal[4]	7.0
121	Peru[7]	6.1
122	Bolivia[5]	6.0
123	Russian Federation[7]	5.5
124	Algeria[5]	5.0
124	Namibia[3]	5.0
124	United Arab Emirates[5]	5.0
127	Libya[1]	4.7
128	Botswana[6]	4.3
129	Mozambique[1]	3.8
130	Guyana[1]	3.7
131	Kazakhstan	3.4
132	Chad[7]	3.0
132	Ethiopia[5]	3.0
132	Mongolia[3]	3.0
135	Mauritania[7]	1.1
136	Mali[5]	1.0
n/a	Angola	n/a
n/a	Cape Verde	n/a
n/a	Timor-Leste	n/a

SOURCE: The World Bank, *World Development Indicators 2010*

[1] 2000 [2] 2001 [3] 2002 [4] 2003 [5] 2004 [6] 2005 [7] 2006 [8] 2009

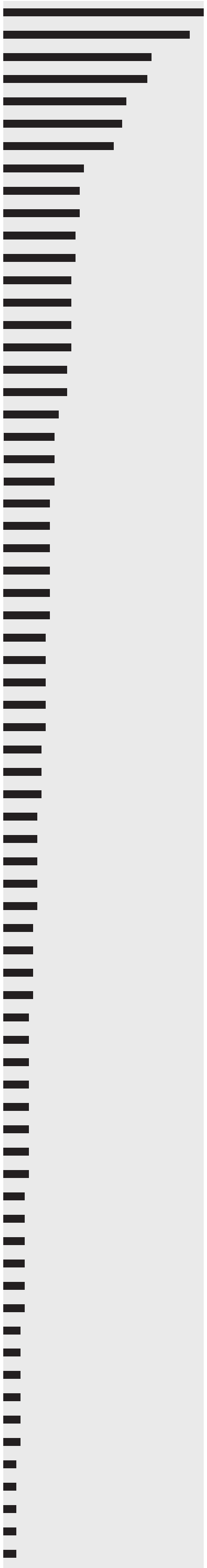
8th Pillar

Tourism infrastructure

8.01 Hotel rooms

Number of hotel rooms per 100 population | 2009

RANK	COUNTRY/ECONOMY	SCORE
1	Cyprus	4.8
2	Malta	4.4
3	Austria	3.5
4	Greece	3.4
5	Montenegro[9]	2.9
6	Iceland	2.8
7	Barbados	2.6
8	Spain	1.9
9	Switzerland	1.8
10	Italy[9]	1.8
11	Ireland	1.7
12	Croatia	1.7
13	Bulgaria	1.6
14	Estonia	1.6
15	Luxembourg	1.6
16	United States	1.6
17	Norway[9]	1.5
18	Bahrain[9]	1.5
19	Cape Verde	1.3
20	Japan[8]	1.2
21	Canada[5]	1.2
22	Sweden	1.2
23	Tunisia	1.1
24	Portugal	1.1
25	Germany	1.1
26	Australia	1.1
27	Czech Republic	1.1
28	Slovenia	1.1
29	Finland	1.0
30	United Kingdom[8]	1.0
31	United Arab Emirates[6]	1.0
32	France[9]	1.0
33	Jamaica	1.0
34	Hong Kong SAR	0.9
35	Costa Rica	0.9
36	Mauritius	0.9
37	Singapore	0.8
38	Saudi Arabia[9]	0.8
39	Denmark[9]	0.8
40	Slovak Republic	0.8
41	New Zealand	0.8
42	Israel	0.7
43	Brunei Darussalam[7]	0.7
44	Hungary	0.7
45	Dominican Republic	0.7
46	Belgium	0.6
47	Peru	0.6
48	Malaysia	0.6
49	Netherlands	0.6
50	Mexico	0.6
51	Romania	0.6
52	Taiwan, China[9]	0.6
53	Thailand[7]	0.6
54	Argentina	0.5
55	Uruguay	0.5
56	Qatar[9]	0.5
57	Latvia[9]	0.5
58	Panama	0.5
59	Trinidad and Tobago[9]	0.5
60	Lebanon[9]	0.4
61	Chile	0.4
62	Ecuador	0.4
63	Jordan	0.4
64	Lithuania	0.4
65	Turkey	0.4
66	Oman[9]	0.3
67	Serbia	0.3
68	Puerto Rico	0.3
69	Guatemala	0.3
70	Bosnia and Herzegovina	0.3
71	Colombia	0.3
72	Macedonia, FYR[9]	0.3
73	Gambia, The	0.3
74	Albania[9]	0.3
75	Kuwait	0.3
76	Honduras[8]	0.3
77	Poland[9]	0.3
78	Egypt	0.3
79	Botswana[9]	0.3
80	Cambodia	0.3
81	Morocco	0.2
82	Venezuela	0.2
83	Bolivia	0.2
84	Libya[9]	0.2
85	Georgia	0.2
86	Mongolia[9]	0.2
87	Namibia	0.2
88	Russian Federation[9]	0.2
89	Vietnam[7]	0.2
90	Malawi[5]	0.2
91	Brazil	0.1
92	Azerbaijan[9]	0.1
93	Indonesia	0.1
94	Kazakhstan	0.1
95	Nicaragua	0.1
96	El Salvador	0.1
97	Benin	0.1
98	South Africa[9]	0.1
99	Senegal[8]	0.1
100	Cameroon[8]	0.1
101	Korea, Rep.[9]	0.1
102	Swaziland	0.1
103	China	0.1
104	Algeria[9]	0.1
105	Lesotho	0.1
106	Paraguay	0.1
107	Syria	0.1
108	Ghana[9]	0.1
109	Armenia[7]	0.1
110	Sri Lanka	0.1
111	Guyana[2]	0.1
112	Iran, Islamic Rep.[9]	0.1
113	Ukraine	0.1
114	Madagascar	0.1
115	Tanzania[6]	0.1
116	Mauritania[2]	0.1
117	Timor-Leste	0.1
118	Moldova	0.1
119	Kenya[8]	0.1
120	Mali[9]	0.1
121	Angola[8]	0.1
122	Mozambique[8]	0.1
123	Uganda[4]	0.1
124	Zimbabwe[9]	0.1
125	Côte d'Ivoire[1]	0.0
126	Nepal	0.0
127	Zambia[9]	0.0
128	Kyrgyz Republic[9]	0.0
129	Burkina Faso[8]	0.0
130	Rwanda[9]	0.0
131	Pakistan[9]	0.0
132	Philippines	0.0
133	Ethiopia[9]	0.0
134	Nigeria[9]	0.0
135	Chad[6]	0.0
136	India[9]	0.0
137	Tajikistan[3]	0.0
138	Bangladesh[9]	0.0
139	Burundi[7]	0.0



SOURCE: United Nations World Tourism Organization

[1] 1997 [2] 2000 [3] 2001 [4] 2002 [5] 2004 [6] 2005 [7] 2006 [8] 2007 [9] 2008

8.02 Presence of major car rental companies

Index of presence of major car rental companies | 2010

RANK	COUNTRY/ECONOMY	SCORE
1	Argentina	7
1	Australia	7
1	Austria	7
1	Bosnia and Herzegovina	7
1	Bulgaria	7
1	Costa Rica	7
1	Croatia	7
1	Cyprus	7
1	Czech Republic	7
1	Denmark	7
1	Dominican Republic	7
1	Estonia	7
1	France	7
1	Germany	7
1	Greece	7
1	Hungary	7
1	Iceland	7
1	Ireland	7
1	Israel	7
1	Italy	7
1	Jordan	7
1	Latvia	7
1	Lebanon	7
1	Lithuania	7
1	Malta	7
1	Mexico	7
1	Morocco	7
1	Netherlands	7
1	Oman	7
1	Peru	7
1	Poland	7
1	Portugal	7
1	Qatar	7
1	Romania	7
1	Serbia	7
1	Slovenia	7
1	South Africa	7
1	Turkey	7
1	United Kingdom	7
40	Bahrain	6
40	Belgium	6
40	Canada	6
40	Finland	6
40	India	6
40	Kuwait	6
40	Luxembourg	6
40	Mauritius	6
40	Namibia	6
40	New Zealand	6
40	Nicaragua	6
40	Norway	6
40	Panama	6
40	Puerto Rico	6
40	Russian Federation	6
40	Slovak Republic	6
40	Spain	6
40	Sweden	6
40	Switzerland	6
40	Thailand	6
40	Tunisia	6
40	Ukraine	6
40	United Arab Emirates	6
40	United States	6
64	Albania	5
64	Brazil	5
64	Chile	5
64	Egypt	5
64	El Salvador	5
64	Guatemala	5
64	Honduras	5
64	Macedonia, FYR	5
64	Madagascar	5
64	Montenegro	5
64	Mozambique	5
64	Philippines	5
64	Saudi Arabia	5
64	Senegal	5
64	Trinidad and Tobago	5
64	Uruguay	5
80	Angola	4
80	Armenia	4
80	Botswana	4
80	China	4
80	Colombia	4
80	Côte d'Ivoire	4
80	Ghana	4
80	Guyana	4
80	Jamaica	4
80	Japan	4
80	Korea, Rep.	4
80	Moldova	4
80	Nigeria	4
80	Singapore	4
80	Venezuela	4
95	Azerbaijan	3
95	Benin	3
95	Burkina Faso	3
95	Cameroon	3
95	Cape Verde	3
95	Ecuador	3
95	Kenya	3
95	Lesotho	3
95	Libya	3
95	Malaysia	3
95	Mali	3
95	Pakistan	3
95	Paraguay	3
95	Sri Lanka	3
95	Swaziland	3
95	Syria	3
95	Zimbabwe	3
112	Algeria	2
112	Bolivia	2
112	Brunei Darussalam	2
112	Ethiopia	2
112	Georgia	2
112	Hong Kong SAR	2
112	Indonesia	2
112	Kazakhstan	2
112	Mauritania	2
112	Tanzania	2
112	Uganda	2
112	Vietnam	2
112	Zambia	2
125	Bangladesh	1
125	Barbados	1
125	Burundi	1
125	Chad	1
125	Gambia, The	1
125	Malawi	1
125	Mongolia	1
125	Nepal	1
133	Cambodia	0
133	Iran, Islamic Rep.	0
133	Kyrgyz Republic	0
133	Rwanda	0
133	Taiwan, China	0
133	Tajikistan	0
133	Timor-Leste	0

SOURCES: Individual rental car websites

8.03 ATMs accepting Visa cards

Number of automated teller machines (ATMs) accepting Visa credit cards per million population | 2010

RANK	COUNTRY/ECONOMY	SCORE
1	Korea, Rep.	1,975.8
2	United States	1,587.5
3	Portugal	1,313.6
4	Spain	1,308.1
5	Austria	1,186.9
6	Luxembourg	930.0
7	Singapore	895.8
8	Italy	865.4
9	France	857.2
10	Australia	834.9
11	Croatia	809.3
12	Cyprus	797.9
13	Switzerland	758.6
14	Slovenia	756.2
15	Puerto Rico	736.8
16	Taiwan, China	729.0
17	Germany	725.4
18	United Kingdom	690.3
19	Barbados	664.4
20	Greece	663.0
21	United Arab Emirates	661.1
22	Bulgaria	658.9
23	Estonia	643.1
24	Canada	626.8
25	Denmark	622.7
26	Ireland	608.7
27	Iceland	601.8
28	Russian Federation	576.7
29	Lebanon	574.2
30	Ukraine	561.6
31	Thailand	548.2
32	Qatar	520.8
33	Latvia	514.4
34	New Zealand	506.3
35	Netherlands	497.1
36	Kazakhstan	482.6
37	Hungary	474.7
38	Romania	464.2
39	Norway	448.3
40	Montenegro	434.1
41	Slovak Republic	431.1
42	Bahrain	406.8
43	Saudi Arabia	406.6
44	Poland	403.2
45	South Africa	389.3
46	Serbia	385.7
47	Malta	380.7
48	Lithuania	380.3
49	Georgia	371.6
50	Macedonia, FYR	367.7
51	Czech Republic	356.3
52	Hong Kong SAR	353.4
53	Malaysia	349.7
54	Turkey	335.6
55	Mexico	327.6
56	Japan	325.3
57	Kuwait	324.5
58	Sweden	323.8
59	Chile	322.4
60	Namibia	320.6
61	Costa Rica	316.0
62	Brazil	312.3
63	Finland	307.2
64	Oman	290.6
65	Venezuela	290.4
66	Belgium	270.7
67	Mauritius	270.5
68	Cape Verde	269.0
69	Israel	265.8
70	Bosnia and Herzegovina	262.3
71	Argentina	251.1
72	Trinidad and Tobago	226.4
73	Panama	213.1
74	Albania	210.4
75	Ecuador	208.9
76	Azerbaijan	204.8
77	Jordan	198.3
78	El Salvador	195.8
79	Colombia	195.5
80	Armenia	179.0
81	Moldova	178.4
82	Peru	173.2
83	Brunei Darussalam	165.1
84	Botswana	143.6
85	Tunisia	143.4
86	Morocco	136.4
87	Paraguay	134.7
88	Honduras	132.9
89	Guyana	123.3
90	China	117.2
91	Dominican Republic	117.0
92	Sri Lanka	107.2
93	Vietnam	106.2
94	Bolivia	87.6
95	Mongolia	80.9
96	Jamaica	78.2
97	Indonesia	77.5
98	Guatemala	67.1
99	Nicaragua	55.7
100	India	49.2
101	Egypt	47.3
102	Philippines	46.7
103	Angola	43.3
104	Kenya	42.9
105	Nigeria	39.3
106	Kyrgyz Republic	38.9
107	Nepal	32.5
108	Swaziland	32.1
109	Zambia	30.1
110	Ghana	27.9
111	Mozambique	27.7
112	Tajikistan	27.2
113	Libya	25.9
114	Senegal	24.6
115	Cambodia	23.2
116	Uruguay	17.0
117	Benin	13.7
118	Pakistan	12.3
119	Mauritania	11.9
120	Côte d'Ivoire	11.7
121	Lesotho	11.6
122	Malawi	9.4
123	Uganda	9.1
124	Bangladesh	8.8
125	Timor-Leste	7.1
126	Tanzania	6.5
127	Gambia, The	5.3
128	Burkina Faso	4.3
129	Cameroon	4.3
130	Zimbabwe	3.9
131	Rwanda	3.2
132	Madagascar	3.0
133	Syria	2.2
134	Chad	1.5
135	Algeria	1.2
136	Ethiopia	0.7
137	Mali	0.7
138	Burundi	0.0
138	Iran, Islamic Rep.	0.0

SOURCE: Visa

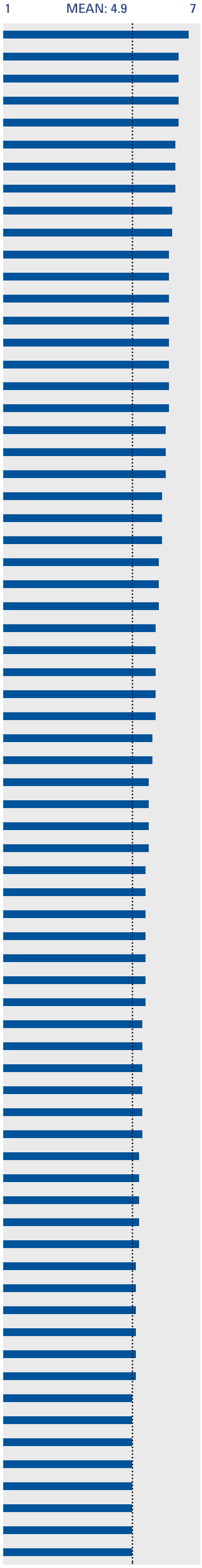
9th Pillar

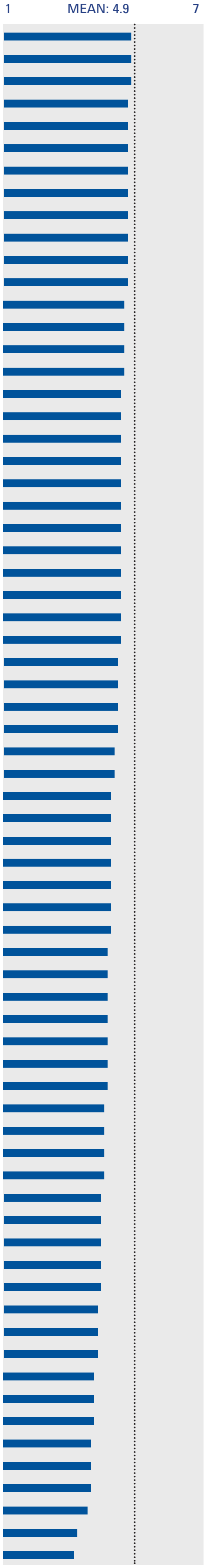
ICT infrastructure

9.01 Extent of business Internet use

To what extent do companies within your country use the Internet in their business activities (e.g., buying and selling goods, interacting with customers and suppliers)? [1 = not at all; 7 = extensively] | 2009–10 weighted average

RANK	COUNTRY/ECONOMY	SCORE
1	Sweden	6.6
2	Estonia	6.3
3	Korea, Rep.	6.3
4	Iceland	6.3
5	Lithuania	6.3
6	United Kingdom	6.2
7	United States	6.2
8	Canada	6.2
9	Israel	6.1
10	Taiwan, China	6.1
11	Japan	6.0
12	Norway	6.0
13	Hong Kong SAR	6.0
14	New Zealand	6.0
15	Switzerland	6.0
16	Netherlands	6.0
17	Denmark	6.0
18	Singapore	6.0
19	Finland	5.9
20	Australia	5.9
21	France	5.9
22	Germany	5.8
23	Czech Republic	5.8
24	Austria	5.8
25	Brazil	5.7
26	Malta	5.7
27	Bahrain	5.7
28	Belgium	5.6
29	Portugal	5.6
30	Puerto Rico	5.6
31	Luxembourg	5.6
32	Ireland	5.6
33	United Arab Emirates	5.5
34	Chile	5.5
35	Malaysia	5.4
36	Slovenia	5.4
37	Latvia	5.4
38	Slovak Republic	5.4
39	Bulgaria	5.3
40	Guatemala	5.3
41	Qatar	5.3
42	Oman	5.3
43	Vietnam	5.3
44	Barbados	5.3
45	Senegal	5.3
46	Sri Lanka	5.2
47	Croatia	5.2
48	Costa Rica	5.2
49	Saudi Arabia	5.2
50	Poland	5.2
51	Cyprus	5.2
52	South Africa	5.1
53	China	5.1
54	India	5.1
55	Turkey	5.1
56	Thailand	5.1
57	Panama	5.0
58	Colombia	5.0
59	Brunei Darussalam	5.0
60	Kazakhstan	5.0
61	Indonesia	5.0
62	Rwanda	5.0
63	Honduras	4.9
64	Romania	4.9
65	Tunisia	4.9
66	Lebanon	4.9
67	Hungary	4.9
68	Spain	4.9
69	Mauritius	4.9
70	Uruguay	4.9
71	Russian Federation	4.8
72	Italy	4.8
73	Kenya	4.8
74	Trinidad and Tobago	4.7
75	Namibia	4.7
76	Ukraine	4.7
77	Egypt	4.7
78	Mexico	4.7
79	Jamaica	4.7
80	Jordan	4.7
81	Guyana	4.7
82	Dominican Republic	4.7
83	El Salvador	4.6
84	Argentina	4.6
85	Morocco	4.6
86	Cape Verde	4.6
87	Gambia, The	4.5
88	Cambodia	4.5
89	Nigeria	4.5
90	Georgia	4.5
91	Mozambique	4.5
92	Zambia	4.5
93	Philippines	4.5
94	Kuwait	4.5
95	Albania	4.5
96	Peru	4.5
97	Montenegro	4.5
98	Mongolia	4.5
99	Moldova	4.4
100	Greece	4.4
101	Cameroon	4.4
102	Malawi	4.4
103	Pakistan	4.3
104	Ghana	4.3
105	Macedonia, FYR	4.2
106	Ecuador	4.2
107	Bangladesh	4.2
108	Benin	4.2
109	Uganda	4.2
110	Azerbaijan	4.2
111	Venezuela	4.2
112	Botswana	4.1
113	Armenia	4.1
114	Tajikistan	4.1
115	Madagascar	4.1
116	Bolivia	4.1
117	Bosnia and Herzegovina	4.1
118	Zimbabwe	4.1
119	Libya	4.0
120	Burkina Faso	4.0
121	Kyrgyz Republic	4.0
122	Tanzania	4.0
123	Swaziland	3.9
124	Nepal	3.9
125	Paraguay	3.9
126	Côte d'Ivoire	3.9
127	Angola	3.9
128	Iran, Islamic Rep.	3.8
129	Mauritania	3.8
130	Nicaragua	3.8
131	Burundi	3.7
132	Mali	3.7
133	Timor-Leste	3.7
134	Ethiopia	3.6
135	Serbia	3.6
136	Lesotho	3.6
137	Syria	3.5
138	Algeria	3.2
139	Chad	3.1





SOURCE: World Economic Forum, Executive Opinion Survey 2009, 2010

9.02 Internet users

Internet users per 100 population | 2009

RANK	COUNTRY/ECONOMY	SCORE
1	Iceland	93.5
2	Norway	92.1
3	Sweden	90.8
4	Netherlands	89.6
5	Luxembourg	87.3
6	Denmark	86.8
7	United Kingdom	83.6
8	Finland	82.5
9	Korea, Rep.	81.5
10	Switzerland	81.3
11	Canada	80.3
12	New Zealand	79.7
13	Germany	79.3
14	Brunei Darussalam	78.8
15	Japan	78.0
15	United States	78.0
17	Belgium	76.2
18	Slovak Republic	75.2
19	United Arab Emirates	75.0
20	Australia	74.3
21	Austria	73.5
22	Estonia	72.5
23	France	71.6
24	Taiwan, China	69.9
25	Hong Kong SAR	69.4
26	Singapore	68.3
27	Ireland	67.4
28	Latvia	66.8
29	Czech Republic	64.4
30	Slovenia	64.3
31	Israel	63.1
32	Spain	62.6
33	Hungary	61.8
34	Lithuania	59.8
35	Poland	59.0
36	Malta	58.9
37	Jamaica	58.2
38	Barbados[1]	56.1
39	Malaysia	55.9
40	Bahrain	53.0
41	Macedonia, FYR	51.8
42	Oman	51.5
43	Croatia	50.6
44	Cyprus	49.8
45	Colombia	49.4
46	Italy	48.8
47	Portugal	48.3
48	Bulgaria	45.0
49	Montenegro	44.9
50	Greece	44.5
51	Trinidad and Tobago	44.3
52	Uruguay	41.8
53	Serbia	41.7
54	Chile	41.3
54	Morocco	41.3
56	Albania	41.2
57	Kyrgyz Republic	40.0
58	Qatar	40.0
59	Brazil	39.2
60	Saudi Arabia	38.0
61	Bosnia and Herzegovina	37.7
62	Moldova	37.0
63	Kuwait	36.9
64	Romania	36.6
65	Turkey	36.4
66	Tunisia	34.1
67	Argentina	34.0
68	Kazakhstan	33.9
69	Costa Rica	32.4
70	Peru	31.4
71	Venezuela	31.2
72	Georgia	30.5
73	Cape Verde	29.7
74	Russian Federation	29.0
75	China	28.9
76	Nigeria	28.4
77	Mexico	28.3
78	Panama	27.8
79	Azerbaijan	27.4
80	Dominican Republic	26.8
81	Vietnam	26.6
82	Jordan	26.0
83	Thailand	25.8
84	Puerto Rico	25.1
85	Guyana	24.9
86	Ecuador	24.6
87	Egypt	24.3
88	Lebanon	23.7
89	Mauritius	22.5
90	Syria	20.4
91	Paraguay	17.4
92	Ukraine	17.0
93	Guatemala	16.3
94	Senegal	14.5
95	Algeria	13.5
96	Mongolia[2]	12.5
97	El Salvador	12.1
98	Zimbabwe	11.4
99	Pakistan	11.3
100	Bolivia	11.2
101	Iran, Islamic Rep.	11.1
102	Tajikistan	10.1
103	Kenya	10.0
104	Honduras	9.8
105	Uganda	9.8
106	Philippines	9.0
107	South Africa	8.8
108	Sri Lanka	8.8
109	Indonesia	8.7
110	Gambia, The	7.6
111	Swaziland	7.6
112	Armenia	6.8
113	Zambia	6.3
114	Botswana	6.2
115	Namibia	5.9
116	Libya	5.5
117	Ghana	5.4
118	India	5.1
119	Malawi	4.7
120	Côte d'Ivoire	4.6
121	Rwanda	4.5
122	Cameroon	3.8
123	Lesotho	3.7
124	Nicaragua	3.5
125	Angola	3.3
126	Mozambique	2.7
127	Mauritania	2.3
128	Benin	2.2
129	Nepal	2.0
130	Mali	1.9
131	Burundi	1.9
132	Madagascar	1.6
133	Tanzania	1.6
134	Chad	1.5
135	Burkina Faso	1.1
136	Ethiopia	0.5
137	Cambodia	0.5
138	Bangladesh	0.4
139	Timor-Leste	0.2

SOURCE: International Telecommunications Union, *World Telecommunication Indicators 2010*

[1] 2005 [2] 2008

9.03 Telephone lines

Telephone lines per 100 population | 2009

RANK	COUNTRY/ECONOMY	SCORE
1	Taiwan, China	63.2
2	Switzerland	61.8
3	Hong Kong SAR	60.9
4	Malta	59.9
5	Germany	59.3
6	Iceland	57.4
7	France	56.9
8	Sweden	55.7
9	Luxembourg	54.2
10	Korea, Rep.	53.7
11	Barbados	53.0
12	Canada	52.5
13	United Kingdom	52.2
14	Slovenia	51.2
15	Cyprus	47.6
16	Greece	47.0
17	Ireland	46.1
18	Israel	45.3
19	Spain	45.3
20	United States	44.8
21	Netherlands	44.1
22	New Zealand	43.8
23	Belgium	43.5
24	Australia	42.4
25	Croatia	42.1
26	Singapore	40.7
27	Portugal	39.7
28	Austria	38.9
29	Denmark	37.7
30	Norway	37.1
31	Estonia	36.8
32	Italy	36.2
33	Iran, Islamic Rep.	34.8
34	Japan	34.1
35	United Arab Emirates	33.9
36	Costa Rica	32.8
37	Russian Federation	32.2
38	Moldova	31.6
39	Serbia	31.5
40	Hungary	30.7
41	Bahrain	30.1
42	Mauritius	29.6
43	Bulgaria	29.2
44	Latvia	28.6
45	Ukraine	28.5
46	Uruguay	28.4
47	Montenegro	27.5
48	Finland	26.9
49	Bosnia and Herzegovina	26.5
50	Poland	25.2
51	Romania	25.0
52	Kazakhstan	24.7
53	Argentina	24.3
54	Venezuela	24.0
55	China	23.3
56	Puerto Rico	22.7
57	Lithuania	22.7
58	Trinidad and Tobago	22.7
59	Slovak Republic	22.6
60	Turkey	22.1
61	Brazil	21.4
62	Macedonia, FYR	21.4
63	Chile	21.1
64	Armenia	20.4
65	Czech Republic	20.4
66	Qatar	20.2
67	Brunei Darussalam	20.2
68	Vietnam	19.8
69	Lebanon	19.0
70	Kuwait	18.5
71	Guyana	18.3
72	El Salvador	17.8
73	Syria	17.7
74	Mexico	17.6
75	Malaysia	17.6
76	Libya	17.1
77	Sri Lanka	17.0
78	Colombia	16.4
79	Saudi Arabia	16.2
80	Azerbaijan	15.9
81	Panama	15.6
82	Indonesia	14.8
83	Ecuador	14.7
84	Georgia	14.6
85	Cape Verde	14.2
86	Tunisia	12.4
87	Egypt	12.4
88	Albania	11.5
89	Jamaica	11.1
90	Morocco	11.0
91	Thailand	10.6
92	Oman	10.5
93	Peru	10.2
94	Guatemala	10.1
95	Honduras	9.6
96	Dominican Republic	9.6
97	Kyrgyz Republic	9.1
98	South Africa	8.6
99	Bolivia	8.2
100	Jordan	7.9
101	Algeria	7.4
102	Philippines	7.4
103	Mongolia	7.1
104	Botswana	7.0
105	Namibia	6.5
106	Paraguay	6.1
107	Nicaragua	4.4
108	Tajikistan	4.2
109	Swaziland	3.7
110	India	3.1
111	Zimbabwe	3.1
112	Gambia, The	2.9
113	Nepal	2.8
114	Mauritania	2.3
115	Cameroon	2.2
116	Senegal	2.2
117	Pakistan	1.9
118	Lesotho	1.9
119	Kenya	1.7
120	Angola	1.6
121	Benin	1.4
122	Côte d'Ivoire	1.3
123	Malawi	1.1
124	Ghana	1.1
125	Ethiopia	1.1
126	Burkina Faso	1.0
127	Madagascar	0.9
128	Bangladesh	0.9
129	Nigeria	0.9
130	Uganda	0.7
131	Zambia	0.7
132	Mali	0.7
133	Chad	0.5
134	Tanzania	0.4
135	Burundi	0.4
136	Cambodia	0.4
137	Rwanda	0.3
138	Mozambique	0.3
139	Timor-Leste	0.2

SOURCE: International Telecommunications Union, *World Telecommunication Indicators 2010*

9.04 Broadband Internet subscribers

Broadband Internet subscribers per 100 population | 2009

RANK	COUNTRY/ECONOMY	SCORE
1	Denmark	37.9
2	Netherlands	35.6
3	Switzerland	35.5
4	Norway	34.0
5	Korea, Rep.	33.8
6	Iceland	33.2
7	Luxembourg	32.8
8	Sweden	31.8
9	France	31.6
10	Canada	30.6
11	Germany	30.4
12	United Kingdom	29.6
13	Belgium	29.4
14	Hong Kong SAR	29.2
15	Finland	28.8
16	Malta	25.9
17	Israel	25.8
18	United States	25.8
19	Japan	24.9
20	Singapore	24.7
21	Australia	24.4
22	Slovenia	23.7
23	New Zealand	23.0
24	Estonia	22.5
25	Barbados	22.4
26	Austria	22.1
27	Ireland	21.6
28	Spain	21.6
29	Taiwan, China	21.4
30	Italy	20.5
31	Cyprus	20.2
32	Lithuania	19.3
33	Hungary	18.8
34	Latvia	18.6
35	Portugal	17.4
36	Greece	17.2
37	Croatia	15.5
38	United Arab Emirates	15.0
39	Slovak Republic	14.3
40	Czech Republic	13.2
41	Romania	13.2
42	Poland	12.9
43	Bulgaria	12.9
44	Puerto Rico[1]	10.8
45	Macedonia, FYR	10.7
46	Argentina	10.6
47	Qatar	10.3
48	Bahrain	9.6
49	Chile	9.6
50	Trinidad and Tobago	9.4
51	Russian Federation	9.2
52	Uruguay	9.0
53	Mexico	8.8
54	Turkey	8.5
55	Montenegro	8.5
56	China	7.7
57	Mauritius	7.1
58	Bosnia and Herzegovina	6.3
59	Malaysia	6.1
60	Serbia	6.0
61	Brazil	5.9
62	Panama	5.8
63	Lebanon	5.3
64	Saudi Arabia	5.2
65	Moldova	5.2
66	Brunei Darussalam	5.0
67	Venezuela	4.7
68	Colombia	4.4
69	Ukraine	4.2
70	Jamaica	4.1
71	Dominican Republic	3.9
72	Costa Rica	3.9
73	Kazakhstan	3.7
74	Vietnam	3.6
75	Tunisia	3.6
76	Georgia	3.5
77	Jordan	3.2
78	Albania	2.9
79	Bolivia	2.9
80	Peru	2.8
81	El Salvador	2.4
82	Algeria	2.3
83	Paraguay	2.2
84	Cape Verde	2.2
85	Philippines	1.9
86	Ecuador	1.8
87	Kuwait	1.5
88	Morocco	1.5
89	Thailand	1.5
90	Oman	1.4
91	Mongolia	1.4
92	Egypt	1.3
93	Azerbaijan	1.1
94	South Africa	1.0
95	Guyana	0.9
96	Sri Lanka	0.8
97	Nicaragua	0.8
98	Guatemala	0.8
99	Indonesia	0.7
100	India	0.6
101	Iran, Islamic Rep.	0.5
102	Botswana	0.5
103	Senegal	0.5
104	Kyrgyz Republic	0.3
105	Mauritania	0.3
106	Zimbabwe	0.2
107	Cambodia	0.2
108	Armenia	0.2
109	Pakistan	0.2
110	Syria	0.2
111	Libya	0.2
112	Swaziland	0.1
113	Ghana	0.1
114	Angola	0.1
115	Rwanda	0.1
116	Burkina Faso	0.1
117	Zambia	0.1
118	Mozambique	0.1
119	Tajikistan[1]	0.1
120	Nepal	0.1
121	Nigeria	0.1
122	Côte d'Ivoire	0.0
123	Benin	0.0
124	Bangladesh	0.0
125	Malawi	0.0
126	Madagascar	0.0
127	Kenya	0.0
128	Namibia	0.0
129	Lesotho	0.0
130	Uganda	0.0
131	Gambia, The	0.0
132	Mali	0.0
133	Tanzania[1]	0.0
134	Timor-Leste	0.0
135	Cameroon	0.0
136	Ethiopia	0.0
137	Burundi	0.0
138	Chad	0.0
139	Honduras[1]	0.0

SOURCE: International Telecommunications Union, *World Telecommunication Indicators 2010*

[1] 2008

9.05 Mobile telephone subscribers

Mobile telephone subscribers per 100 population | 2009

RANK	COUNTRY/ECONOMY	SCORE
1	United Arab Emirates	232.1
2	Montenegro	207.3
3	Estonia	203.0
4	Hong Kong SAR	179.4
5	Bahrain	177.1
6	Qatar	175.4
7	Saudi Arabia	174.4
8	Panama	164.4
9	Russian Federation	163.6
10	Lithuania	151.0
11	Portugal	148.8
12	Luxembourg	148.1
13	Italy	147.0
14	Singapore	145.2
15	Finland	144.6
16	Bulgaria	140.2
17	Oman	139.5
18	Trinidad and Tobago	137.9
19	Czech Republic	137.5
20	Austria	136.7
21	Croatia	136.7
22	Albania	131.9
23	Barbados	131.7
24	United Kingdom	130.6
25	Argentina	130.3
26	Kuwait	129.9
27	Germany	127.8
28	Netherlands	127.7
29	Sweden	125.9
30	Israel	125.8
31	Denmark	125.0
32	Guatemala	123.4
33	El Salvador	122.8
34	Uruguay	122.3
35	Switzerland	122.3
36	Cyprus	122.0
37	Ukraine	121.1
38	Romania	119.4
39	Greece	119.1
40	Hungary	118.0
41	Poland	117.7
42	Belgium	117.5
43	Taiwan, China	116.7
44	Spain	113.8
45	Australia	113.8
46	Honduras	112.4
47	Vietnam	111.5
48	Norway	111.4
49	New Zealand	110.2
50	Malaysia	109.7
51	Jamaica	108.7
52	Kazakhstan	107.9
53	Ireland	107.9
54	Latvia	105.4
55	Iceland	105.3
56	Slovenia	104.0
57	Brunei Darussalam	103.3
58	Malta	103.3
59	Slovak Republic	101.7
60	Korea, Rep.	100.7
61	Serbia	100.6
62	Philippines	100.3
63	Ecuador	100.1
64	Venezuela	98.4
65	Thailand	97.3
66	Chile	96.9
67	Botswana	96.1
68	France	95.5
69	Tunisia	95.4
70	Jordan	95.2

RANK	COUNTRY/ECONOMY	SCORE
71	Macedonia, FYR	95.1
72	Algeria	93.8
73	South Africa	92.7
74	Colombia	92.3
75	Japan	91.5
76	United States	90.8
77	Brazil	89.8
78	Paraguay	88.5
79	Azerbaijan	87.8
80	Bosnia and Herzegovina	86.5
81	Dominican Republic	85.5
82	Armenia	85.0
83	Peru	84.7
84	Mauritius	84.4
85	Mongolia	84.2
86	Gambia, The	84.0
87	Turkey	83.9
88	Kyrgyz Republic	81.8
89	Morocco	79.1
90	Libya	77.9
91	Moldova	77.3
92	Mexico	76.2
93	Guyana	74.4
94	Bolivia	72.5
95	Canada	70.9
96	Iran, Islamic Rep.	70.8
97	Tajikistan	70.5
98	Sri Lanka	69.6
99	Indonesia	69.2
100	Puerto Rico	68.1
101	Egypt	66.7
102	Georgia	66.6
103	Mauritania	66.3
104	Ghana	63.4
105	Côte d'Ivoire	62.6
106	Cape Verde	57.5
107	Lebanon	56.6
108	Benin	56.3
109	Namibia	56.1
110	Nicaragua	55.8
111	China	55.5
112	Swaziland	55.4
113	Senegal	55.1
114	Pakistan	52.2
115	Kenya	48.7
116	Nigeria	48.2
117	Syria	45.6
118	Angola	43.8
119	India	43.8
120	Costa Rica	42.6
121	Cambodia	42.3
122	Cameroon	41.0
123	Tanzania	39.9
124	Mali	34.2
125	Zambia	34.1
126	Bangladesh	32.3
127	Madagascar	32.0
128	Lesotho	32.0
129	Timor-Leste	29.1
130	Uganda	28.7
131	Mozambique	26.1
132	Rwanda	24.3
133	Burkina Faso	24.3
134	Zimbabwe	23.9
135	Chad	20.4
136	Nepal	19.1
137	Malawi	15.7
138	Burundi	10.1
139	Ethiopia	4.9

SOURCE: International Telecommunications Union, *World Telecommunication Indicators 2010*

10th Pillar

Price competitiveness in the T&T industry

10.01 Ticket taxes and airport charges

Index of relative cost of access (ticket taxes and airport charges) to international air transport services [0 = highest cost, 100 = lowest cost] | 2010

RANK	COUNTRY/ECONOMY	SCORE
1	Swaziland	100.0
2	Libya	98.5
3	Kuwait	96.0
4	Lesotho	95.7
5	Brunei Darussalam	95.7
6	Luxembourg	95.5
7	Puerto Rico	95.4
8	Bahrain	95.2
9	Singapore	95.0
10	Qatar	93.7
11	Iran, Islamic Rep.	93.5
12	Botswana	93.3
13	Latvia	93.3
14	Oman	93.0
15	Malaysia	93.0
16	Indonesia	92.5
17	Taiwan, China	92.0
18	India	91.9
19	Iceland	91.7
20	Philippines	90.9
21	Saudi Arabia	90.5
22	Sweden	89.6
23	Panama	89.0
24	China	88.9
25	Vietnam	88.5
26	United Arab Emirates	87.9
27	Guyana	87.2
28	Angola	86.3
29	Ethiopia	86.2
30	Bulgaria	85.5
31	Spain	85.3
32	Mongolia	85.1
33	Korea, Rep.	84.9
34	Turkey	84.8
35	Nepal	84.7
36	Cape Verde	84.7
37	Italy	84.6
38	Finland	84.5
39	Uruguay	84.4
40	Estonia	84.3
41	Zambia	84.3
42	Egypt	83.8
43	Hong Kong SAR	83.7
44	Gambia, The	83.6
45	Norway	83.5
46	Serbia	83.4
47	Poland	83.1
48	Thailand	82.7
49	Guatemala	82.6
50	Syria	82.2
51	Barbados	82.2
52	Hungary	82.0
53	Malawi	82.0
54	Portugal	81.9
55	Montenegro	81.7
56	Chile	81.4
57	South Africa	81.3
58	Burundi	81.3
59	Tunisia	81.2
60	Costa Rica	81.2
61	Pakistan	80.9
62	Cambodia	80.7
63	Algeria	80.4
64	Ireland	79.7
65	Trinidad and Tobago	79.6
66	Kazakhstan	79.5
67	Armenia	79.3
68	Nicaragua	78.7
69	Zimbabwe	78.6
70	Honduras	78.4
71	Rwanda	78.3
72	Mauritius	77.7
73	Israel	77.6
74	Czech Republic	77.5
75	Germany	77.5
76	Tanzania	77.0
77	Cyprus	76.8
78	Russian Federation	76.6
79	Lebanon	76.6
80	Romania	76.2
81	Mozambique	76.2
82	Namibia	76.1
83	Nigeria	76.1
84	Madagascar	75.9
85	Macedonia, FYR	75.9
86	Paraguay	75.8
87	Kyrgyz Republic	75.6
88	Morocco	75.5
89	Belgium	75.5
90	Croatia	75.4
91	Austria	75.2
92	Uganda	74.5
93	Ukraine	74.1
94	New Zealand	74.0
95	Bangladesh	72.9
96	Mexico	72.8
97	Brazil	72.5
98	Denmark	72.5
99	Jamaica	72.2
100	Malta	72.0
101	Switzerland	71.9
102	Lithuania	71.8
103	Slovenia	71.5
104	Georgia	71.2
105	Slovak Republic	70.6
106	Japan	69.8
107	Ghana	68.6
108	Greece	68.5
109	Netherlands	68.2
110	Peru	68.1
111	Moldova	67.5
112	Ecuador	67.0
113	Bosnia and Herzegovina	66.6
114	El Salvador	66.1
115	Benin	65.6
116	Kenya	64.7
117	Mauritania	63.6
118	Jordan	63.4
119	Azerbaijan	62.9
120	Tajikistan	62.5
121	Argentina	61.8
122	Colombia	60.6
123	Sri Lanka	57.2
124	Bolivia	56.5
125	Canada	56.2
126	France	55.9
127	Australia	55.0
128	Venezuela	54.0
129	United States	53.1
130	Burkina Faso	51.1
131	Cameroon	51.0
132	Dominican Republic	50.4
133	Albania	49.4
134	United Kingdom	38.1
135	Senegal	31.3
136	Côte d'Ivoire	30.3
137	Mali	27.5
138	Chad	0.0
n/a	Timor-Leste	n/a

SOURCE: International Air Transport Association, SRS Analyser

10.02 Purchasing power parity

Ratio of purchasing power parity (PPP) conversion factor to official exchange rate | 2009

RANK	COUNTRY/ECONOMY	SCORE
1	Gambia, The	0.3
2	India	0.3
3	Cambodia	0.4
4	Vietnam	0.4
5	Tajikistan	0.4
6	Ethiopia	0.4
7	Nepal	0.4
8	Pakistan	0.4
9	Tanzania	0.4
10	Kyrgyz Republic	0.4
11	Malawi	0.4
12	Bangladesh	0.4
13	Ukraine	0.4
14	Iran, Islamic Rep.	0.4
15	Uganda	0.4
16	Bolivia	0.4
17	Egypt	0.4
18	Burundi	0.4
19	Nicaragua	0.4
20	Macedonia, FYR	0.4
21	Sri Lanka	0.4
22	Ghana	0.4
23	Burkina Faso	0.4
24	Madagascar	0.4
25	Chad	0.4
26	Mongolia	0.4
27	Albania	0.5
28	Botswana	0.5
29	Tunisia	0.5
30	Russian Federation	0.5
31	Mauritania	0.5
32	Rwanda	0.5
33	Bulgaria	0.5
34	Mozambique	0.5
35	Kenya	0.5
36	Thailand	0.5
37	Philippines	0.5
38	Algeria	0.5
39	Benin	0.5
40	Guyana[1]	0.5
41	Malaysia	0.5
41	Swaziland	0.5
43	Montenegro	0.5
44	Serbia	0.5
45	Cameroon	0.5
46	Peru	0.5
47	Ecuador	0.5
48	Azerbaijan	0.5
49	Nigeria	0.5
50	Honduras	0.5
51	Georgia	0.5
52	Taiwan, China	0.5
53	Paraguay	0.5
53	Syria	0.5
55	Mauritius	0.5
56	Argentina	0.5
57	Lesotho	0.5
58	Romania	0.5
59	Brunei Darussalam	0.5
60	Moldova	0.5
61	Bosnia and Herzegovina	0.5
62	Armenia	0.5
63	El Salvador	0.5
64	Panama	0.5
65	Dominican Republic	0.5
66	China	0.5
67	Guatemala	0.6
68	Indonesia	0.6
69	South Africa	0.6
70	Mexico	0.6
71	Colombia	0.6
72	Costa Rica	0.6
73	Senegal	0.6
74	Mali	0.6
75	Libya	0.6
76	Poland	0.6
77	Turkey	0.6
78	Kazakhstan	0.6
79	Timor-Leste	0.6
80	Trinidad and Tobago	0.6
81	Saudi Arabia	0.6
82	Morocco	0.6
83	Korea, Rep.	0.6
84	Lebanon	0.6
85	Barbados	0.6
86	Côte d'Ivoire	0.6
87	Angola	0.6
88	Hungary	0.7
89	Lithuania	0.7
90	Namibia	0.7
91	Jordan	0.7
92	Chile	0.7
93	Zambia	0.7
94	Hong Kong SAR[1]	0.7
95	Jamaica	0.7
96	Croatia	0.7
97	Czech Republic	0.7
98	Singapore	0.7
99	Slovak Republic	0.7
100	Estonia	0.7
101	Kuwait	0.7
102	Latvia	0.8
103	Qatar	0.8
104	Brazil	0.8
105	Bahrain[1]	0.8
106	Malta	0.8
107	Uruguay	0.8
108	Cape Verde	0.8
109	Oman[1]	0.9
110	Slovenia	0.9
111	Portugal	0.9
112	Venezuela	0.9
113	Israel	0.9
114	United Kingdom	1.0
115	Spain	1.0
116	Greece	1.0
117	United Arab Emirates[1]	1.0
118	Puerto Rico	1.0
118	United States	1.0
120	New Zealand	1.0
121	Iceland	1.0
122	Cyprus	1.0
123	Canada	1.0
124	Australia	1.1
125	Italy	1.1
126	Germany	1.1
127	Sweden	1.2
128	Netherlands	1.2
129	Austria	1.2
130	Belgium	1.2
131	France	1.2
132	Japan	1.2
133	Ireland	1.2
134	Luxembourg	1.3
135	Finland	1.3
136	Switzerland	1.4
137	Norway	1.4
138	Denmark	1.5
n/a	Zimbabwe	n/a

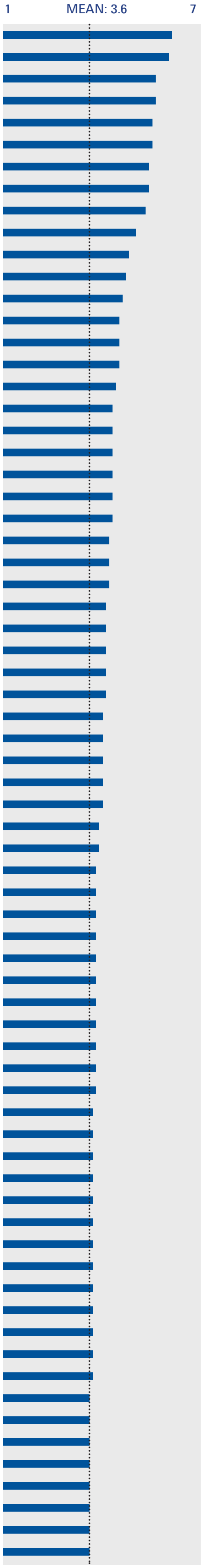
SOURCES: The World Bank, *World Development Indicators 2010*; International Monetary Fund, *International Financial Statistics* (November 2010); and national sources; author's calculations

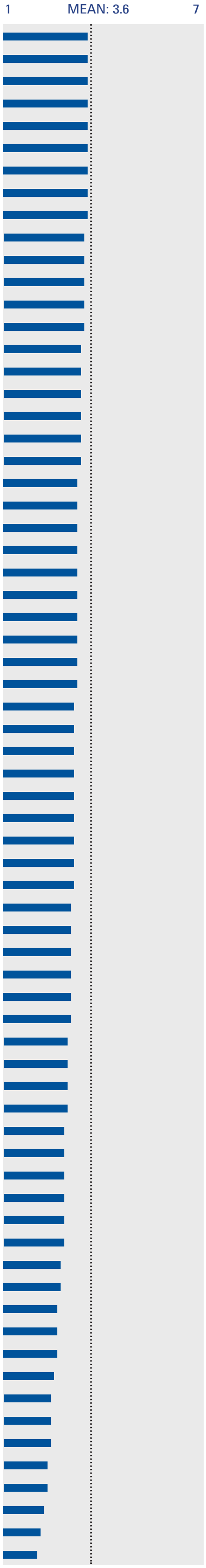
[1] 2008

10.03 Extent and effect of taxation

What impact does the level of taxes in your country have on incentives to work or invest? [1 = significantly limits incentives to work or invest; 7 = has no impact on incentives to work or invest] | 2009–10 weighted average

RANK	COUNTRY/ECONOMY	SCORE
1	Bahrain	6.1
2	Hong Kong SAR	6.0
3	Singapore	5.6
4	Oman	5.6
5	United Arab Emirates	5.5
6	Kuwait	5.5
7	Luxembourg	5.4
8	Mauritius	5.4
9	Saudi Arabia	5.3
10	Switzerland	5.0
11	Qatar	4.8
12	Cyprus	4.7
13	Botswana	4.6
14	Tunisia	4.5
15	Brunei Darussalam	4.5
16	Timor-Leste	4.5
17	Indonesia	4.4
18	Estonia	4.3
19	Chile	4.3
20	Barbados	4.3
21	Montenegro	4.3
22	Lebanon	4.3
23	Paraguay	4.3
24	Georgia	4.2
25	Taiwan, China	4.2
26	Trinidad and Tobago	4.2
27	Slovak Republic	4.1
28	Malaysia	4.1
29	China	4.1
30	Angola	4.1
31	South Africa	4.1
32	Malta	4.0
33	Namibia	4.0
34	Libya	4.0
35	El Salvador	4.0
36	India	4.0
37	Iceland	3.9
38	Ireland	3.9
39	Albania	3.8
40	Ghana	3.8
41	Costa Rica	3.8
42	Macedonia, FYR	3.8
43	Panama	3.8
44	New Zealand	3.8
45	Israel	3.8
46	Pakistan	3.8
47	Peru	3.8
48	Canada	3.8
49	Czech Republic	3.8
50	Nigeria	3.7
51	Honduras	3.7
52	Sri Lanka	3.7
53	Thailand	3.7
54	Bangladesh	3.7
55	Moldova	3.7
56	Algeria	3.7
57	Rwanda	3.7
58	Vietnam	3.7
59	Netherlands	3.7
60	Gambia, The	3.7
61	Cambodia	3.7
62	Ethiopia	3.7
63	Austria	3.6
64	Norway	3.6
65	Tanzania	3.6
66	Australia	3.6
67	Syria	3.6
68	Guatemala	3.6
69	Mongolia	3.6
70	Nepal	3.6
71	United States	3.5
72	Iran, Islamic Rep.	3.5
73	Swaziland	3.5
74	Kazakhstan	3.5
75	Egypt	3.5
76	Azerbaijan	3.5
77	Philippines	3.5
78	Tajikistan	3.5
79	Zambia	3.5
80	Lesotho	3.4
81	Korea, Rep.	3.4
82	Nicaragua	3.4
83	Bulgaria	3.4
84	Armenia	3.4
85	Uganda	3.3
86	Burkina Faso	3.3
87	Mauritania	3.3
88	Mozambique	3.3
89	Slovenia	3.3
90	Germany	3.3
91	Benin	3.2
92	Jordan	3.2
93	Zimbabwe	3.2
94	Cape Verde	3.2
95	United Kingdom	3.2
96	Malawi	3.2
97	Russian Federation	3.2
98	Venezuela	3.2
99	Greece	3.2
100	Morocco	3.2
101	Senegal	3.1
102	Japan	3.1
103	Côte d'Ivoire	3.1
104	Uruguay	3.1
105	Madagascar	3.1
106	Kyrgyz Republic	3.1
107	Poland	3.1
108	France	3.1
109	Puerto Rico	3.1
110	Sweden	3.0
111	Bolivia	3.0
112	Spain	3.0
113	Mexico	3.0
114	Finland	3.0
115	Dominican Republic	3.0
116	Mali	2.9
117	Latvia	2.9
118	Turkey	2.9
119	Cameroon	2.9
120	Serbia	2.8
121	Jamaica	2.8
122	Kenya	2.8
123	Portugal	2.8
124	Ecuador	2.8
125	Guyana	2.8
126	Lithuania	2.7
127	Burundi	2.7
128	Colombia	2.6
129	Chad	2.6
130	Denmark	2.6
131	Romania	2.5
132	Bosnia and Herzegovina	2.4
133	Italy	2.4
134	Croatia	2.4
135	Belgium	2.3
136	Ukraine	2.3
137	Argentina	2.2
138	Hungary	2.1
139	Brazil	2.0





SOURCE: World Economic Forum, Executive Opinion Survey 2009, 2010

10.04 Fuel price levels

Retail diesel fuel prices (US cents per liter) | 2008

RANK	COUNTRY/ECONOMY	SCORE
1	Venezuela	2
2	Libya	14
3	Saudi Arabia	16
4	Bahrain	21
5	Qatar	22
6	Kuwait	24
7	Oman	31
8	Algeria	34
9	Trinidad and Tobago	36
10	United Arab Emirates	37
11	Brunei Darussalam	38
12	Egypt	49
13	Ecuador	51
14	Angola	53
14	Iran, Islamic Rep.	53
14	Malaysia	53
17	United States	56
18	Nigeria	59
19	Indonesia	60
20	Jordan	61
21	Puerto Rico[2]	65
22	Panama	67
23	Bolivia	68
24	Taiwan, China[2]	71
25	Australia	74
25	Azerbaijan	74
25	Jamaica	74
25	Mauritius[1]	74
25	Mexico	74
30	Canada	76
30	Lebanon	76
32	Argentina	78
32	El Salvador	78
32	Namibia	78
35	Gambia, The	79
35	Lesotho	79
37	Honduras	80
37	Kyrgyz Republic	80
37	Vietnam	80
40	Kazakhstan	83
41	Guyana	84
41	Pakistan	84
43	Syria	85
44	Guatemala	86
44	Swaziland	86
46	Nicaragua	87
46	South Africa	87
46	Thailand	87
49	Botswana	88
49	Ukraine	88
51	Russian Federation	89
52	Ghana	90
53	Philippines	91
54	Ethiopia	92
55	Cambodia	94
56	Chile	95
57	Tunisia	96
58	China	99
59	Barbados	100
60	Benin	103
60	Tajikistan	103
62	Colombia	104
62	Dominican Republic	104
64	Singapore	107
65	Armenia	108
66	Georgia	109
66	India	109
66	New Zealand	109
69	Romania	111
69	Tanzania	111
71	Latvia	112
72	Bosnia and Herzegovina	113
72	Lithuania	113
72	Nepal	113
75	Cameroon	114
76	Iceland	115
76	Macedonia, FYR	115
78	Bangladesh	117
78	Paraguay	117
80	Estonia	118
80	Slovenia	118
80	Uruguay	118
83	Kenya	120
83	Moldova	120
85	Timor-Leste	122
86	Greece	123
86	Spain	123
88	Costa Rica	124
89	Brazil	126
90	Croatia	127
90	Hungary	127
90	Montenegro	127
93	Bulgaria	128
93	Cyprus	128
95	Morocco	129
95	Serbia	129
97	Chad	130
97	Mali	130
97	Switzerland	130
97	Uganda	130
97	Zimbabwe	130
102	Côte d'Ivoire	133
103	Senegal	135
104	Albania	136
105	Austria	137
105	Czech Republic	137
105	Rwanda	137
108	Burkina Faso	138
108	Mongolia	138
108	Sweden	138
111	Burundi	139
112	Luxembourg	140
113	Peru	142
114	Poland	143
114	Sri Lanka	143
116	United Kingdom	144
117	Israel[2]	147
118	Mauritania	149
119	Belgium	150
120	France	152
121	Denmark	154
122	Madagascar	155
123	Germany	156
123	Ireland	156
125	Finland	157
125	Italy	157
125	Slovak Republic	157
128	Portugal	161
129	Norway	163
130	Korea, Rep.[2]	165
131	Malta	166
132	Netherlands	168
133	Zambia	170
134	Mozambique	171
135	Japan	174
136	Malawi	178
137	Cape Verde	184
138	Turkey	187
139	Hong Kong SAR	195

SOURCE: The World Bank, *World Development Indicators 2010*

[1] 2004 [2] 2006

10.05 Hotel price index

Average room rates calculated for first-class branded hotels for calendar year, in US dollars | 2009

RANK	COUNTRY/ECONOMY	SCORE
1	Gambia, The[1]	34.2
2	Nepal[1]	52.7
3	Bolivia[1]	60.8
4	Egypt	61.0
5	Sri Lanka	65.1
6	Indonesia	70.8
7	Latvia	73.8
8	Thailand	77.4
9	Ghana[1]	77.8
10	Moldova[1]	79.1
11	Malaysia	80.1
12	Dominican Republic	80.2
13	Tunisia	81.8
14	Guatemala	84.8
15	Philippines	87.5
16	Lithuania	88.4
17	El Salvador	88.6
18	Pakistan	89.7
19	Estonia	90.5
20	New Zealand	90.5
21	Nicaragua	91.1
22	Hungary	92.3
23	Ecuador	92.8
24	Bulgaria	94.6
25	Mexico	97.4
26	Poland	98.6
27	China	99.0
28	Honduras	102.0
29	Slovenia[1]	104.8
30	Uruguay	106.5
31	Czech Republic	106.7
32	Croatia	107.5
33	Uganda[1]	108.0
34	Brazil	108.9
35	Portugal	110.8
36	Mozambique[1]	111.0
37	Argentina	111.5
38	Chile	112.7
39	Iceland	113.0
40	Malta	113.2
41	Madagascar[1]	113.3
42	Bangladesh	114.1
43	Turkey	114.3
44	Colombia	114.4
45	Austria	114.9
46	Ethiopia[1]	115.6
47	Cambodia	116.9
48	Morocco	117.0
49	Germany	119.7
50	Ireland	121.6
51	Luxembourg	121.6
52	Spain	122.4
53	Paraguay[1]	122.5
54	Guyana[1]	124.5
55	Canada	125.3
56	Peru	125.8
57	Vietnam	126.1
58	Korea, Rep.	126.6
59	Albania[1]	127.0
60	Finland	127.7
61	Sweden	128.4
62	Romania	129.0
63	South Africa	129.2
64	Slovak Republic	129.6
65	United States	131.0
66	Zambia	133.3
67	Israel	133.6
68	Taiwan, China	134.2
69	Hong Kong SAR	134.5
70	Japan	134.9
71	Australia	135.3
72	Chad[1]	135.7
73	India	135.9
74	Senegal[1]	136.3
75	Kenya	136.6
76	Belgium	138.3
77	United Kingdom	138.4
78	Singapore	138.5
79	Panama	138.6
80	Costa Rica	139.8
81	Jordan	141.0
82	Armenia[1]	142.6
83	Netherlands	143.5
84	Cameroon[1]	144.2
85	Norway	144.3
86	Tanzania	144.6
87	Mauritius	144.6
88	Denmark	145.8
89	Italy	146.8
90	Syria	147.5
91	Puerto Rico	149.9
92	Saudi Arabia	154.9
93	Greece	159.3
94	Cyprus	160.0
95	Jamaica	161.5
96	Lebanon	164.3
97	France	176.5
98	Algeria	177.2
99	Oman	177.5
100	Switzerland	178.1
101	Azerbaijan	182.1
102	United Arab Emirates	183.9
103	Venezuela	187.2
104	Trinidad and Tobago	192.3
105	Russian Federation	193.7
106	Kyrgyz Republic[1]	194.9
107	Barbados	201.1
108	Kuwait	206.3
109	Georgia[1]	211.2
110	Kazakhstan	223.0
111	Qatar	232.6
112	Bahrain	233.3
113	Serbia[1]	243.1
114	Libya[1]	256.4
115	Ukraine	274.3
116	Nigeria	279.1
n/a	Angola	n/a
n/a	Benin[1]	n/a
n/a	Bosnia and Herzegovina[1]	n/a
n/a	Botswana[1]	n/a
n/a	Brunei Darussalam[1]	n/a
n/a	Burkina Faso[1]	n/a
n/a	Burundi[1]	n/a
n/a	Cape Verde	n/a
n/a	Côte d'Ivoire[1]	n/a
n/a	Iran, Islamic Rep.	n/a
n/a	Lesotho[1]	n/a
n/a	Macedonia, FYR[1]	n/a
n/a	Malawi[1]	n/a
n/a	Mali[1]	n/a
n/a	Mauritania[1]	n/a
n/a	Mongolia[1]	n/a
n/a	Montenegro[1]	n/a
n/a	Namibia[1]	n/a
n/a	Rwanda	n/a
n/a	Swaziland	n/a
n/a	Tajikistan[1]	n/a
n/a	Timor-Leste	n/a
n/a	Zimbabwe[1]	n/a

SOURCE: Deloitte

[1] 2007

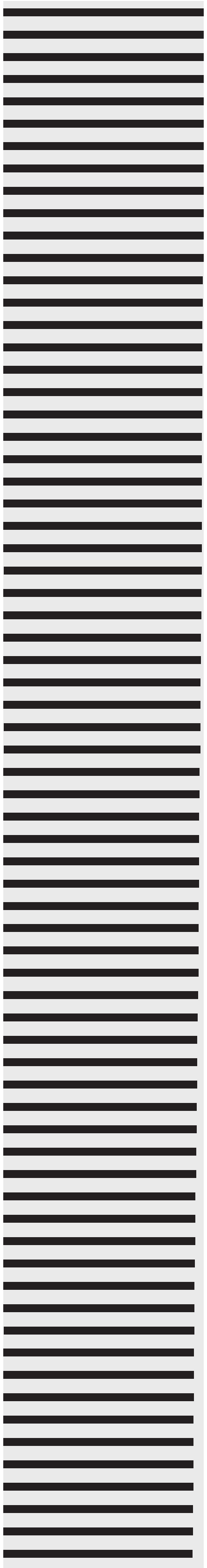
11th Pillar

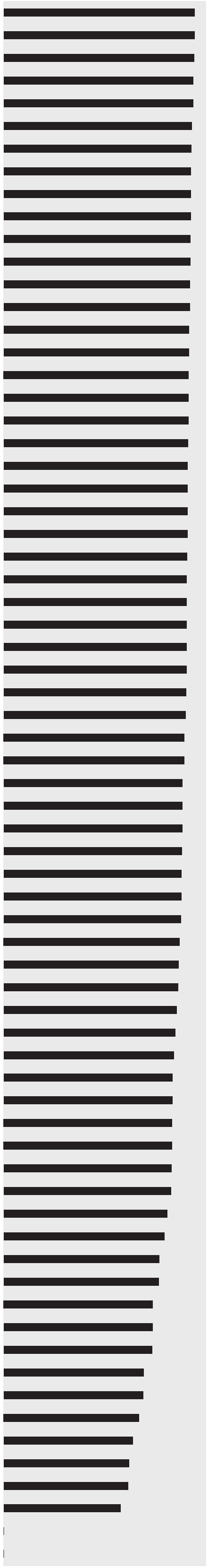
Human resources

11.01 Primary education enrollment

Net primary education enrollment rate | 2008

RANK	COUNTRY/ECONOMY	SCORE
1	Costa Rica	100.0
2	Japan	100.0
3	Russian Federation	99.8
4	Spain	99.8
5	Iran, Islamic Rep.[5]	99.7
6	Georgia[9]	99.6
7	United Kingdom	99.6
8	China	99.5
9	Canada[1]	99.5
10	Sri Lanka	99.5
11	New Zealand	99.5
12	Greece[8]	99.4
13	Burundi[9]	98.9
14	Korea, Rep.	98.8
15	Netherlands	98.7
16	Portugal	98.7
17	Cyprus	98.7
18	Norway	98.7
19	Uruguay	98.6
20	Montenegro	98.5
21	Argentina[6]	98.5
22	Madagascar[8]	98.5
23	France	98.4
24	Belgium	98.4
25	Italy	98.4
26	Panama	98.3
27	Puerto Rico	98.2
28	Mexico	98.1
29	Austria[7]	97.9
30	Uganda[9]	97.9
31	Taiwan, China	97.7
32	Tunisia	97.7
33	Germany	97.6
34	Iceland	97.6
35	Tajikistan	97.3
36	Bahrain[9]	97.3
37	Ireland	97.1
38	Israel	97.1
39	Ecuador[9]	97.0
40	Slovenia	97.0
41	Barbados	96.9
42	Australia	96.9
43	Singapore[9]	96.8
44	Slovak Republic	96.7
45	Honduras	96.6
46	Tanzania[9]	96.4
47	Malaysia[8]	96.1
48	Finland	96.0
49	Azerbaijan	96.0
50	Rwanda	95.9
51	Bulgaria	95.8
52	Indonesia	95.7
53	Luxembourg	95.7
54	Poland	95.2
55	Guyana[9]	95.2
56	Guatemala	95.1
57	Chile	94.9
58	Denmark	94.8
59	Turkey	94.7
60	Sweden	94.6
61	Syria[3]	94.5
62	Peru	94.4
63	Estonia	94.4
64	Serbia[9]	94.2
65	Switzerland	94.2
66	Brazil	94.2
67	El Salvador[9]	94.2
68	Mauritius[9]	94.0
69	Vietnam[2]	94.0
70	Algeria[9]	93.8
71	Egypt[8]	93.6
72	Hong Kong SAR[9]	93.5
73	Qatar[9]	93.4
74	Brunei Darussalam[9]	92.9
75	Benin	92.8
76	Lithuania	92.2
77	United States	92.0
78	Nicaragua	91.8
79	Trinidad and Tobago	91.8
80	Philippines	91.7
81	Cameroon[9]	91.6
82	India	91.4
83	Bolivia	91.3
84	Malta	91.3
85	Croatia	90.8
86	Malawi[9]	90.8
87	Zambia[9]	90.7
88	Kazakhstan[10]	90.6
89	Mongolia[9]	90.5
90	Romania	90.3
91	Latvia[6]	90.1
92	Lebanon[9]	90.1
93	Venezuela	90.1
94	Thailand[9]	90.1
95	Zimbabwe[7]	89.9
96	Morocco[9]	89.7
97	Hungary	89.7
98	United Arab Emirates[9]	89.7
99	Colombia[9]	89.6
100	Czech Republic[7]	89.6
101	Jordan	89.5
102	Namibia[9]	89.1
103	Cambodia	88.6
104	Ukraine[9]	88.6
105	Kuwait	87.6
106	Moldova[9]	87.5
107	South Africa[8]	87.5
108	Paraguay	87.4
109	Bosnia and Herzegovina[9]	87.1
110	Dominican Republic[9]	87.0
111	Botswana[8]	86.9
112	Saudi Arabia[9]	86.3
113	Macedonia, FYR	85.8
114	Bangladesh	85.5
115	Albania[9]	84.7
116	Armenia[8]	84.1
117	Kyrgyz Republic[9]	83.5
118	Swaziland[8]	82.8
119	Ethiopia[9]	82.7
120	Kenya[9]	82.6
121	Cape Verde[9]	82.6
122	Mozambique[9]	82.3
123	Timor-Leste[9]	82.0
124	Jamaica	80.2
125	Nepal[5]	78.8
126	Mauritania[9]	76.3
127	Ghana[9]	75.9
128	Senegal[9]	73.1
129	Mali[9]	72.9
130	Lesotho[8]	72.7
131	Gambia, The	68.7
132	Oman	68.3
133	Pakistan[9]	66.4
134	Burkina Faso[9]	63.3
135	Nigeria[8]	61.4
136	Chad[4]	61.0
137	Côte d'Ivoire[9]	57.2
n/a	Angola	n/a
n/a	Libya	n/a





SOURCES: UNESCO, Institute for Statistics (2010); national sources

[1] 2000 [2] 2001 [3] 2002 [4] 2003 [5] 2004 [6] 2005 [7] 2006 [8] 2007 [9] 2009 [10] 2010

11.02 Secondary education enrollment

Gross secondary education enrollment rate | 2008

RANK	COUNTRY/ECONOMY	SCORE
1	Australia	149.3
2	Netherlands	120.7
3	Spain	119.9
4	Denmark	118.6
5	New Zealand	118.5
6	Ireland	115.0
7	France	113.2
8	Norway	111.6
9	Finland	110.3
10	Iceland	110.1
11	Georgia[7]	108.5
12	Belgium	108.3
13	Azerbaijan	105.6
14	Portugal	103.7
15	Sweden	103.5
16	Guyana[7]	103.4
17	Barbados[6]	103.2
18	Singapore[7]	103.0
19	Kazakhstan[9]	103.0
20	Greece[6]	101.8
21	Germany	101.7
22	Canada[5]	101.3
23	Japan	100.9
24	Brazil	100.8
25	Italy	100.5
26	Malta	100.3
27	Austria	100.0
28	Poland	99.6
29	Estonia	99.3
30	Taiwan, China	99.2
31	United Kingdom	99.0
32	Lithuania	99.0
33	Cyprus	98.3
34	Brunei Darussalam[7]	98.2
35	Latvia	98.0
36	Hungary	97.4
37	Korea, Rep.	97.2
38	Slovenia	96.8
39	Saudi Arabia[7]	96.8
40	Bahrain[7]	96.4
41	Costa Rica[7]	96.1
42	Switzerland	96.1
43	Luxembourg	96.0
44	United Arab Emirates[7]	95.2
45	South Africa[6]	95.1
46	Czech Republic	94.9
47	Colombia[7]	94.6
48	Ukraine[7]	94.5
49	Croatia	94.3
50	United States	94.1
51	Libya[5]	93.5
52	Armenia[7]	93.1
53	Mongolia[7]	92.2
54	Slovak Republic	92.1
55	Tunisia	91.8
56	Romania	91.6
57	Serbia[7]	91.5
58	Jamaica	91.2
59	Bosnia and Herzegovina[7]	91.2
60	Chile	90.4
61	Israel	90.0
62	Kuwait[7]	89.9
63	Mexico	89.9
64	Peru	89.1
65	Trinidad and Tobago	88.8
66	Bulgaria	88.6
67	Jordan	88.2
68	Oman	88.1
69	Moldova[7]	88.1
70	Uruguay	87.9
71	Mauritius[7]	87.2
72	Sri Lanka[3]	87.0
73	Montenegro[7]	85.8
74	Qatar[7]	85.2
75	Argentina[6]	84.9
76	Russian Federation	84.8
77	Tajikistan	84.4
78	Puerto Rico[7]	84.4
79	Kyrgyz Republic[7]	84.1
80	Macedonia, FYR	83.7
81	Algeria[4]	83.2
82	Iran, Islamic Rep.[7]	83.1
83	Philippines	82.5
84	Lebanon[7]	82.1
85	Hong Kong SAR[7]	82.1
86	Turkey	82.0
87	Botswana[6]	81.5
88	Cape Verde[7]	81.5
89	Bolivia	81.3
90	Ecuador[7]	81.1
91	Venezuela	81.1
92	Egypt[3]	79.3
93	Dominican Republic[7]	76.8
94	China	76.1
95	Thailand[7]	75.6
96	Syria[7]	74.7
97	Indonesia	74.4
98	Albania[7]	72.4
99	Panama	71.2
100	Malaysia[6]	68.2
101	Nicaragua	67.9
102	Vietnam[1]	66.9
103	Paraguay	66.5
104	Namibia	65.8
105	El Salvador[7]	64.6
106	Honduras	64.5
107	India	60.0
108	Kenya[7]	59.5
109	Ghana[7]	57.2
110	Guatemala	56.6
111	Morocco[6]	55.8
112	Swaziland[6]	53.3
113	Timor-Leste[7]	51.2
114	Gambia, The	50.8
115	Zambia[7]	48.7
116	Nepal[5]	43.5
117	Bangladesh	42.3
118	Cameroon[7]	41.5
119	Zimbabwe[5]	41.0
120	Cambodia[6]	40.4
121	Lesotho[6]	39.9
122	Mali[7]	38.3
123	Benin[4]	36.3
124	Ethiopia[7]	34.4
125	Pakistan[7]	33.1
126	Madagascar[7]	31.5
127	Nigeria[6]	30.5
128	Senegal	30.1
129	Malawi[7]	29.5
130	Uganda[7]	27.4
131	Rwanda[7]	26.7
132	Côte d'Ivoire[2]	26.3
133	Tanzania	26.1
134	Mauritania[6]	24.5
135	Chad[7]	24.1
136	Mozambique[7]	23.3
137	Burundi[7]	21.2
138	Burkina Faso[7]	19.8
139	Angola[5]	15.2

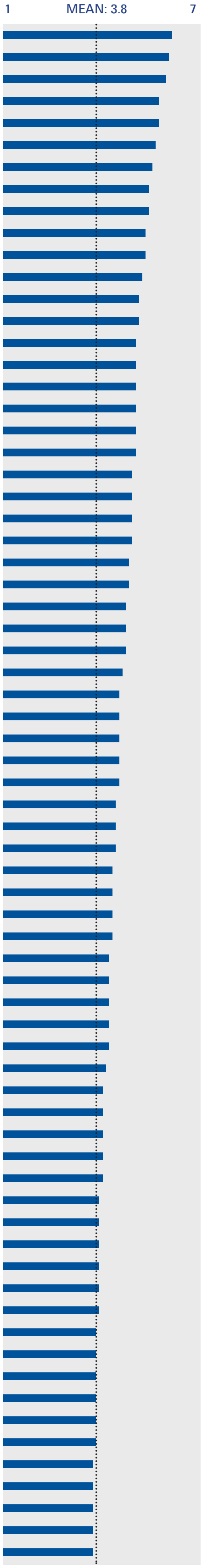
SOURCES: UNESCO, Institute for Statistics (2010); national sources

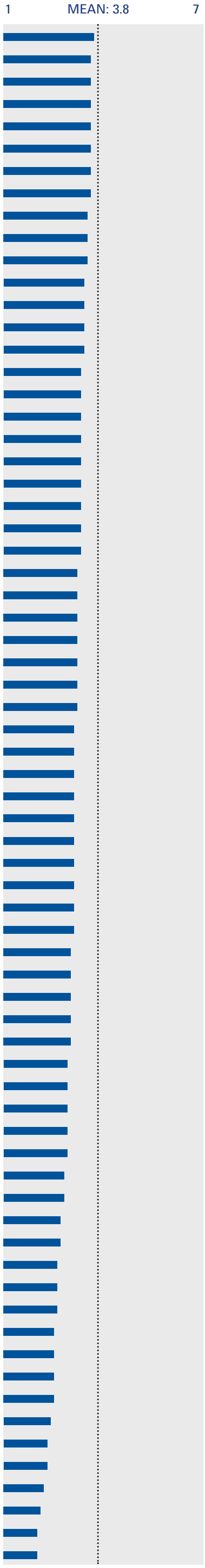
[1] 2001 [2] 2002 [3] 2004 [4] 2005 [5] 2006 [6] 2007 [7] 2009 [8] 2010

11.03 Quality of the educational system

How well does the educational system in your country meet the needs of a competitive economy? [1 = not well at all; 7 = very well] | 2009–10 weighted average

RANK	COUNTRY/ECONOMY	SCORE
1	Singapore	6.1
2	Switzerland	6.0
3	Iceland	5.9
4	Qatar	5.7
5	Canada	5.7
6	Finland	5.6
7	Belgium	5.5
8	Sweden	5.4
9	New Zealand	5.4
10	Denmark	5.3
11	Ireland	5.3
12	Australia	5.2
13	Cyprus	5.1
14	Netherlands	5.1
15	Barbados	5.0
16	Lebanon	5.0
17	Taiwan, China	5.0
18	Germany	5.0
19	Norway	5.0
20	Tunisia	5.0
21	Malta	4.9
22	Costa Rica	4.9
23	Malaysia	4.9
24	Austria	4.9
25	Hong Kong SAR	4.8
26	United States	4.8
27	United Arab Emirates	4.7
28	United Kingdom	4.7
29	France	4.7
30	Trinidad and Tobago	4.6
31	Brunei Darussalam	4.5
32	Kenya	4.5
33	Gambia, The	4.5
34	Czech Republic	4.5
35	Japan	4.5
36	Luxembourg	4.4
37	Montenegro	4.4
38	Bahrain	4.4
39	India	4.3
40	Indonesia	4.3
41	Saudi Arabia	4.3
42	Estonia	4.3
43	Oman	4.2
44	Sri Lanka	4.2
45	Benin	4.2
46	Zimbabwe	4.2
47	Slovenia	4.2
48	Botswana	4.1
49	Malawi	4.0
50	Mauritius	4.0
51	Puerto Rico	4.0
52	Zambia	4.0
53	China	4.0
54	Albania	3.9
55	Jordan	3.9
56	Ukraine	3.9
57	Korea, Rep.	3.9
58	Rwanda	3.9
59	Macedonia, FYR	3.9
60	Ethiopia	3.8
61	Vietnam	3.8
62	Poland	3.8
63	Nigeria	3.8
64	Latvia	3.8
65	Cape Verde	3.8
66	Thailand	3.7
67	Uruguay	3.7
68	Guyana	3.7
69	Philippines	3.7
70	Lithuania	3.7
71	Ghana	3.7
72	Uganda	3.6
73	Senegal	3.6
74	Israel	3.6
75	Hungary	3.6
76	Portugal	3.6
77	Lesotho	3.6
78	Russian Federation	3.6
79	Cameroon	3.5
80	Colombia	3.5
81	Mozambique	3.5
82	Cambodia	3.4
83	Italy	3.4
84	Romania	3.4
85	Bulgaria	3.4
86	Serbia	3.3
87	Pakistan	3.3
88	Kuwait	3.3
89	Croatia	3.3
90	Argentina	3.3
91	Kyrgyz Republic	3.3
92	Madagascar	3.3
93	Kazakhstan	3.3
94	Bangladesh	3.3
95	Turkey	3.2
96	Moldova	3.2
97	Chad	3.2
98	Jamaica	3.2
99	Tanzania	3.2
100	Chile	3.2
101	Swaziland	3.2
102	Bosnia and Herzegovina	3.1
103	Brazil	3.1
104	Azerbaijan	3.1
105	Morocco	3.1
106	Côte d'Ivoire	3.1
107	Spain	3.1
108	Iran, Islamic Rep.	3.1
109	Syria	3.1
110	Bolivia	3.1
111	Slovak Republic	3.1
112	Namibia	3.0
113	Tajikistan	3.0
114	Timor-Leste	3.0
115	Armenia	3.0
116	Nepal	3.0
117	Algeria	2.9
118	Greece	2.9
119	Georgia	2.9
120	Mexico	2.9
121	El Salvador	2.9
122	Ecuador	2.8
123	Honduras	2.8
124	Peru	2.7
125	Mali	2.7
126	Guatemala	2.6
127	Venezuela	2.6
128	Panama	2.6
129	Burkina Faso	2.5
130	South Africa	2.5
131	Egypt	2.5
132	Nicaragua	2.5
133	Dominican Republic	2.4
134	Burundi	2.3
135	Mauritania	2.3
136	Mongolia	2.2
137	Paraguay	2.1
138	Libya	2.0
139	Angola	2.0



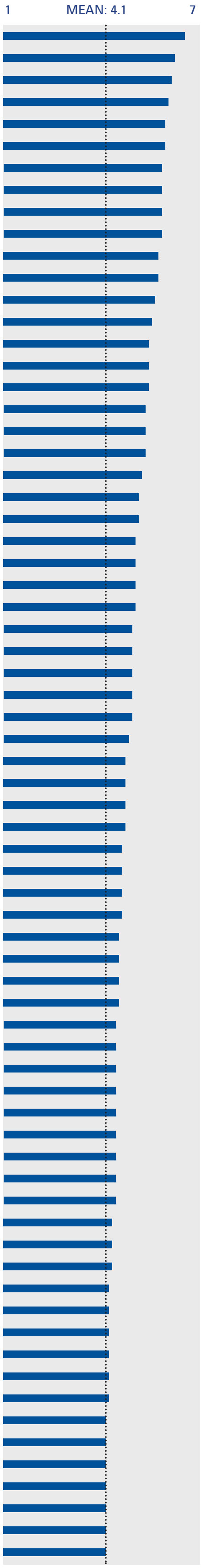


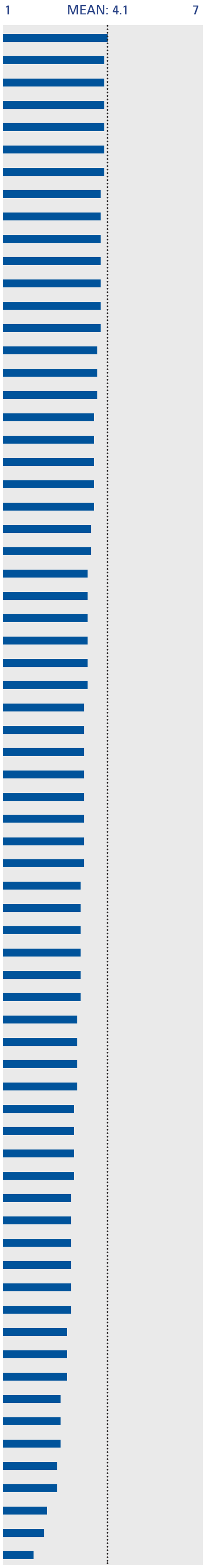
SOURCE: World Economic Forum, Executive Opinion Survey 2009, 2010

11.04 Local availability of specialized research and training services

In your country, to what extent are high-quality, specialized training services available? [1 = not available; 7 = widely available] | 2009–10 weighted average

RANK	COUNTRY/ECONOMY	SCORE
1	Switzerland	6.5
2	Germany	6.2
3	Sweden	6.1
4	Netherlands	6.0
5	France	5.9
6	Austria	5.9
7	Finland	5.8
8	Denmark	5.8
9	Belgium	5.8
10	United States	5.8
11	Canada	5.7
12	United Kingdom	5.7
13	Japan	5.6
14	Norway	5.5
15	Hong Kong SAR	5.4
16	Iceland	5.4
17	Czech Republic	5.4
18	Puerto Rico	5.3
19	Singapore	5.3
20	Australia	5.3
21	Taiwan, China	5.2
22	Poland	5.1
23	United Arab Emirates	5.1
24	Ireland	5.0
25	Malaysia	5.0
26	Spain	5.0
27	Tunisia	5.0
28	Luxembourg	4.9
29	New Zealand	4.9
30	Israel	4.9
31	Chile	4.9
32	Costa Rica	4.9
33	Estonia	4.8
34	Saudi Arabia	4.7
35	Slovenia	4.7
36	Brazil	4.7
37	Italy	4.7
38	Lithuania	4.6
39	Korea, Rep.	4.6
40	Portugal	4.6
41	Slovak Republic	4.6
42	Argentina	4.5
43	Cyprus	4.5
44	Malta	4.5
45	Senegal	4.5
46	Sri Lanka	4.4
47	Hungary	4.4
48	Jordan	4.4
49	South Africa	4.4
50	China	4.4
51	India	4.4
52	Indonesia	4.4
53	Lebanon	4.4
54	Guatemala	4.4
55	Mexico	4.3
56	Kenya	4.3
57	Uruguay	4.3
58	Turkey	4.2
59	Trinidad and Tobago	4.2
60	Morocco	4.2
61	Croatia	4.2
62	Panama	4.2
63	Côte d'Ivoire	4.2
64	Egypt	4.1
65	Colombia	4.1
66	Azerbaijan	4.1
67	Russian Federation	4.1
68	Latvia	4.1
69	Thailand	4.1
70	Barbados	4.1
71	Qatar	4.1
72	Gambia, The	4.0
73	Peru	4.0
74	Iran, Islamic Rep.	4.0
75	Kuwait	4.0
76	Kazakhstan	4.0
77	Philippines	4.0
78	Dominican Republic	3.9
79	Montenegro	3.9
80	Bulgaria	3.9
81	Bahrain	3.9
82	Benin	3.9
83	El Salvador	3.9
84	Ukraine	3.9
85	Oman	3.8
86	Zambia	3.8
87	Mauritius	3.8
88	Greece	3.7
89	Honduras	3.7
90	Nigeria	3.7
91	Burkina Faso	3.7
92	Malawi	3.7
93	Moldova	3.6
94	Albania	3.6
95	Romania	3.5
96	Cameroon	3.5
97	Pakistan	3.5
98	Ghana	3.5
99	Jamaica	3.5
100	Serbia	3.5
101	Uganda	3.4
102	Macedonia, FYR	3.4
103	Ecuador	3.4
104	Vietnam	3.4
105	Algeria	3.4
106	Guyana	3.4
107	Tanzania	3.4
108	Botswana	3.4
109	Zimbabwe	3.3
110	Madagascar	3.3
111	Cambodia	3.3
112	Bolivia	3.3
113	Mali	3.3
114	Syria	3.3
115	Brunei Darussalam	3.2
116	Namibia	3.2
117	Lesotho	3.2
118	Rwanda	3.2
119	Nicaragua	3.1
120	Kyrgyz Republic	3.1
121	Tajikistan	3.1
122	Ethiopia	3.1
123	Venezuela	3.0
124	Armenia	3.0
125	Georgia	3.0
126	Mozambique	3.0
127	Bangladesh	3.0
128	Bosnia and Herzegovina	3.0
129	Cape Verde	2.9
130	Paraguay	2.9
131	Chad	2.9
132	Nepal	2.7
133	Angola	2.7
134	Libya	2.7
135	Mauritania	2.6
136	Timor-Leste	2.6
137	Swaziland	2.3
138	Burundi	2.2
139	Mongolia	1.9





SOURCE: World Economic Forum, Executive Opinion Survey 2009, 2010

11.05 Extent of staff training

To what extent do companies in your country invest in training and employee development? [1 = hardly at all; 7 = to a great extent] | 2009–10 weighted average

RANK	COUNTRY/ECONOMY	SCORE
1	Sweden	5.7
2	Switzerland	5.5
3	Norway	5.5
4	Singapore	5.5
5	Luxembourg	5.4
6	Japan	5.4
7	Denmark	5.4
8	Germany	5.2
9	Finland	5.2
10	United States	5.1
11	Netherlands	5.1
12	Canada	5.0
13	Malaysia	5.0
14	Austria	4.9
15	Belgium	4.9
16	Bahrain	4.9
17	Puerto Rico	4.9
18	Tunisia	4.8
19	Qatar	4.8
20	Australia	4.8
21	New Zealand	4.8
22	Costa Rica	4.8
23	Ireland	4.7
24	Iceland	4.7
25	Israel	4.7
26	South Africa	4.7
27	Hong Kong SAR	4.7
28	United Kingdom	4.7
29	United Arab Emirates	4.7
30	France	4.7
31	Taiwan, China	4.7
32	Gambia, The	4.4
33	Chile	4.4
34	Saudi Arabia	4.4
35	Cyprus	4.4
36	Indonesia	4.4
37	Sri Lanka	4.4
38	Rwanda	4.4
39	Angola	4.4
40	Czech Republic	4.4
41	Mauritius	4.4
42	Korea, Rep.	4.4
43	Barbados	4.3
44	Côte d'Ivoire	4.3
45	Oman	4.3
46	Philippines	4.3
47	Malta	4.3
48	Estonia	4.3
49	Jamaica	4.2
50	Panama	4.2
51	Trinidad and Tobago	4.2
52	Poland	4.2
53	Brazil	4.2
54	Botswana	4.2
55	Albania	4.2
56	Guatemala	4.2
57	China	4.1
58	Vietnam	4.1
59	India	4.1
60	Brunei Darussalam	4.1
61	Guyana	4.1
62	Thailand	4.1
63	El Salvador	4.1
64	Lithuania	4.1
65	Slovenia	4.1
66	Namibia	4.0
67	Malawi	4.0
68	Azerbaijan	4.0
69	Montenegro	4.0
70	Kenya	3.9
71	Zimbabwe	3.9
72	Romania	3.9
73	Portugal	3.9
74	Nigeria	3.9
75	Slovak Republic	3.9
76	Latvia	3.9
77	Ghana	3.8
78	Peru	3.8
79	Argentina	3.8
80	Honduras	3.8
81	Zambia	3.8
82	Mongolia	3.8
83	Lesotho	3.8
84	Mexico	3.8
85	Turkey	3.7
86	Uruguay	3.7
87	Morocco	3.7
88	Hungary	3.7
89	Spain	3.7
90	Russian Federation	3.7
91	Venezuela	3.7
92	Cambodia	3.7
93	Cameroon	3.7
94	Dominican Republic	3.6
95	Nicaragua	3.6
96	Kuwait	3.6
97	Swaziland	3.6
98	Kazakhstan	3.6
99	Colombia	3.6
100	Uganda	3.6
101	Jordan	3.6
102	Lebanon	3.5
103	Algeria	3.5
104	Benin	3.5
105	Greece	3.5
106	Tanzania	3.4
107	Ecuador	3.4
108	Georgia	3.4
109	Ukraine	3.4
110	Libya	3.4
111	Mozambique	3.4
112	Egypt	3.3
113	Senegal	3.3
114	Madagascar	3.3
115	Pakistan	3.3
116	Armenia	3.3
117	Moldova	3.3
118	Tajikistan	3.3
119	Macedonia, FYR	3.3
120	Cape Verde	3.3
121	Bolivia	3.3
122	Ethiopia	3.2
123	Paraguay	3.2
124	Kyrgyz Republic	3.2
125	Chad	3.2
126	Timor-Leste	3.2
127	Italy	3.2
128	Croatia	3.1
129	Bangladesh	3.1
130	Serbia	3.0
131	Mali	3.0
132	Iran, Islamic Rep.	2.9
133	Burundi	2.9
134	Burkina Faso	2.9
135	Bulgaria	2.8
136	Bosnia and Herzegovina	2.7
137	Nepal	2.7
138	Mauritania	2.6
139	Syria	2.5

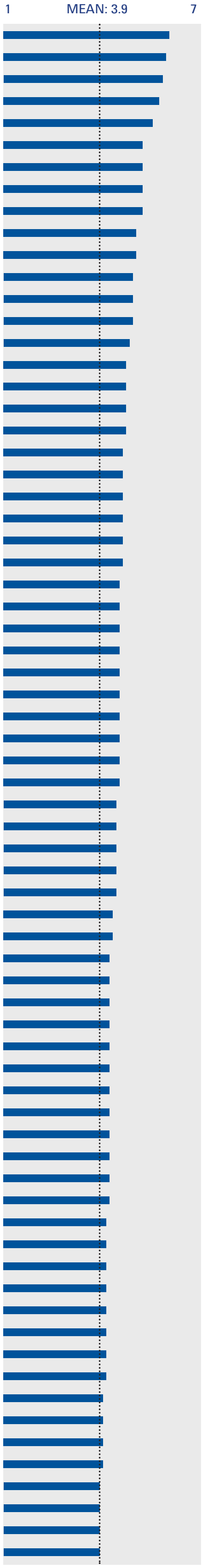
1 MEAN: 4.0 7

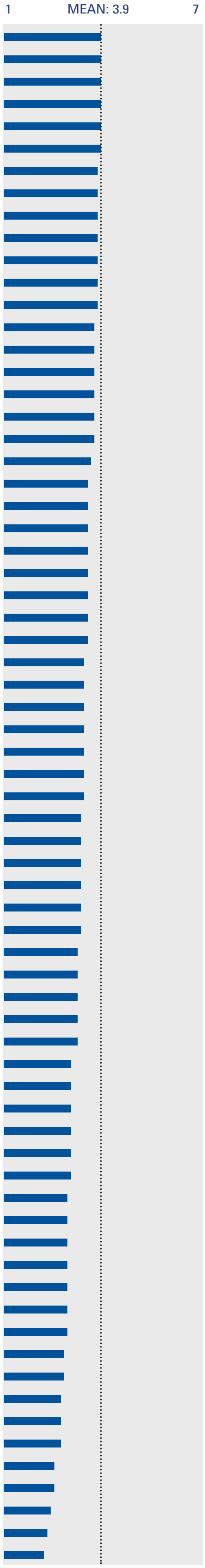
SOURCE: World Economic Forum, Executive Opinion Survey 2009, 2010

11.06 Hiring and firing practices

How would you characterize the hiring and firing of workers in your country? [1 = impeded by regulations; 7 = flexibly determined by employers] | 2009–10 weighted average

RANK	COUNTRY/ECONOMY	SCORE
1	Hong Kong SAR	6.0
2	Singapore	5.9
3	Denmark	5.8
4	Switzerland	5.7
5	Iceland	5.5
6	United States	5.2
7	Uganda	5.2
8	Nigeria	5.2
9	Georgia	5.2
10	Bosnia and Herzegovina	5.0
11	Azerbaijan	5.0
12	Kenya	4.9
13	El Salvador	4.9
14	Qatar	4.9
15	Canada	4.8
16	Cameroon	4.7
17	United Arab Emirates	4.7
18	Ukraine	4.7
19	Bangladesh	4.7
20	Guyana	4.6
21	Albania	4.6
22	Saudi Arabia	4.6
23	Mongolia	4.6
24	Rwanda	4.6
25	Kyrgyz Republic	4.6
26	Taiwan, China	4.5
27	Côte d'Ivoire	4.5
28	Gambia, The	4.5
29	Kazakhstan	4.5
30	Madagascar	4.5
31	Thailand	4.5
32	Malawi	4.5
33	Armenia	4.5
34	Vietnam	4.5
35	Benin	4.5
36	Zambia	4.4
37	Brunei Darussalam	4.4
38	Indonesia	4.4
39	Oman	4.4
40	Macedonia, FYR	4.4
41	Montenegro	4.3
42	Bulgaria	4.3
43	Costa Rica	4.2
44	Israel	4.2
45	Cambodia	4.2
46	Mauritania	4.2
47	Nicaragua	4.2
48	Latvia	4.2
49	United Kingdom	4.2
50	Malaysia	4.2
51	Pakistan	4.2
52	Tunisia	4.2
53	Lebanon	4.2
54	Tajikistan	4.2
55	Burkina Faso	4.1
56	Estonia	4.1
57	Ghana	4.1
58	Mali	4.1
59	Jamaica	4.1
60	Cyprus	4.1
61	Hungary	4.1
62	China	4.1
63	Turkey	4.0
64	Guatemala	4.0
65	Kuwait	4.0
66	Morocco	4.0
67	Botswana	3.9
68	Lesotho	3.9
69	Trinidad and Tobago	3.9
70	Colombia	3.9
71	Senegal	3.9
72	Chad	3.9
73	Finland	3.9
74	Mauritius	3.9
75	Russian Federation	3.9
76	Egypt	3.9
77	Romania	3.8
78	Algeria	3.8
79	Australia	3.8
80	Serbia	3.8
81	Angola	3.8
82	Barbados	3.8
83	New Zealand	3.8
84	Ethiopia	3.7
85	Ireland	3.7
86	Burundi	3.7
87	Dominican Republic	3.7
88	Tanzania	3.7
89	India	3.7
90	Iran, Islamic Rep.	3.6
91	Honduras	3.5
92	Jordan	3.5
93	Malta	3.5
94	Sri Lanka	3.5
95	Bahrain	3.5
96	Swaziland	3.5
97	Puerto Rico	3.5
98	Nepal	3.5
99	Syria	3.4
100	Moldova	3.4
101	Timor-Leste	3.4
102	Peru	3.4
103	Paraguay	3.4
104	Slovak Republic	3.4
105	Austria	3.4
106	Croatia	3.3
107	Lithuania	3.3
108	Poland	3.3
109	Cape Verde	3.3
110	Mozambique	3.3
111	Chile	3.3
112	Luxembourg	3.2
113	Netherlands	3.2
114	Bolivia	3.2
115	Korea, Rep.	3.2
116	Philippines	3.2
117	Panama	3.0
118	Uruguay	3.0
119	Czech Republic	3.0
120	Mexico	3.0
121	Japan	3.0
122	Zimbabwe	3.0
123	Norway	2.9
124	Namibia	2.9
125	France	2.9
126	Greece	2.9
127	Belgium	2.9
128	Sweden	2.9
129	Italy	2.9
130	Libya	2.8
131	Brazil	2.8
132	Slovenia	2.7
133	Germany	2.7
134	Argentina	2.7
135	South Africa	2.5
136	Ecuador	2.5
137	Spain	2.4
138	Portugal	2.3
139	Venezuela	2.2

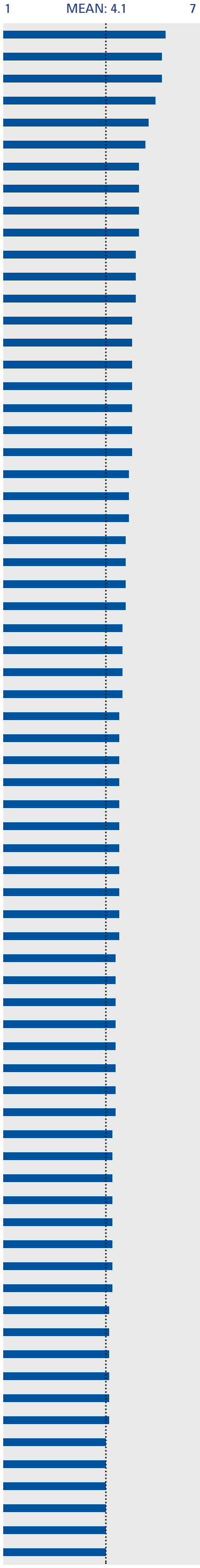




SOURCE: World Economic Forum, Executive Opinion Survey 2009, 2010

11.07 Ease of hiring foreign labor

To what extent does labor regulation in your country limit the ability to hire foreign labor? [1 = very much limits hiring foreign labor; 7 = does not limit hiring foreign labor at all] | 2009–10 weighted average



RANK	COUNTRY/ECONOMY	SCORE
1	United Arab Emirates	5.9
2	Rwanda	5.8
3	Georgia	5.8
4	Albania	5.6
5	Luxembourg	5.4
6	Qatar	5.3
7	Ireland	5.1
8	Singapore	5.1
9	Armenia	5.1
10	Switzerland	5.1
11	Hungary	5.0
12	Iceland	5.0
13	Uganda	5.0
14	China	4.9
15	Kuwait	4.9
16	Cameroon	4.9
17	Portugal	4.9
18	Guyana	4.9
19	Hong Kong SAR	4.9
20	Nicaragua	4.9
21	Benin	4.8
22	Cape Verde	4.8
23	Romania	4.8
24	United Kingdom	4.7
25	El Salvador	4.7
26	Netherlands	4.7
27	Chile	4.7
28	Paraguay	4.6
29	Bahrain	4.6
30	Gambia, The	4.6
31	Senegal	4.6
32	Montenegro	4.5
33	Nigeria	4.5
34	Uruguay	4.5
35	Indonesia	4.5
36	Slovak Republic	4.5
37	Tajikistan	4.5
38	Argentina	4.5
39	Saudi Arabia	4.5
40	Cambodia	4.5
41	New Zealand	4.5
42	Burkina Faso	4.5
43	Finland	4.4
44	Lesotho	4.4
45	Peru	4.4
46	Mauritius	4.4
47	Dominican Republic	4.4
48	Mali	4.4
49	Czech Republic	4.4
50	Denmark	4.4
51	Macedonia, FYR	4.3
52	Côte d'Ivoire	4.3
53	Malta	4.3
54	Italy	4.3
55	Morocco	4.3
56	United States	4.3
57	Bosnia and Herzegovina	4.3
58	Belgium	4.3
59	Honduras	4.2
60	Vietnam	4.2
61	Sweden	4.2
62	Spain	4.2
63	Madagascar	4.2
64	Ukraine	4.2
65	Norway	4.1
66	Costa Rica	4.1
67	Cyprus	4.1
68	Guatemala	4.1
69	Serbia	4.1
70	Greece	4.1
71	Kenya	4.1
72	Bulgaria	4.1
73	Pakistan	4.0
74	Latvia	4.0
75	Canada	4.0
76	Trinidad and Tobago	4.0
77	Malaysia	4.0
78	Moldova	4.0
79	Azerbaijan	4.0
80	Zambia	4.0
81	Germany	4.0
82	Slovenia	4.0
83	Burundi	4.0
84	Chad	4.0
85	Thailand	3.9
86	Timor-Leste	3.9
87	Ghana	3.9
88	Colombia	3.9
89	Estonia	3.9
90	Oman	3.9
91	Sri Lanka	3.8
92	Tunisia	3.8
93	Mongolia	3.8
94	Egypt	3.8
95	Turkey	3.8
96	France	3.8
97	Mexico	3.8
98	Brunei Darussalam	3.7
99	Bolivia	3.7
100	Lithuania	3.7
101	Kyrgyz Republic	3.7
102	Poland	3.7
103	Tanzania	3.7
104	Puerto Rico	3.6
105	Kazakhstan	3.6
106	Korea, Rep.	3.6
107	Australia	3.6
108	Malawi	3.6
109	Brazil	3.6
110	Mauritania	3.6
111	Libya	3.6
112	Jamaica	3.6
113	India	3.6
114	Japan	3.6
115	Ethiopia	3.6
116	Algeria	3.5
117	Philippines	3.5
118	Jordan	3.4
119	Panama	3.4
120	Lebanon	3.4
121	Austria	3.4
122	Bangladesh	3.4
123	Botswana	3.3
124	Russian Federation	3.3
125	Taiwan, China	3.3
126	Ecuador	3.3
127	Israel	3.1
128	Croatia	3.1
129	Barbados	3.0
130	Venezuela	2.9
131	Nepal	2.8
132	Zimbabwe	2.8
133	Swaziland	2.8
134	Namibia	2.7
135	Mozambique	2.7
136	Angola	2.7
137	Iran, Islamic Rep.	2.6
138	South Africa	2.5
139	Syria	2.5

SOURCE: World Economic Forum, Executive Opinion Survey 2009, 2010

11.08 HIV prevalence

HIV prevalence as a percentage of adults aged 15–49 years | 2009

RANK	COUNTRY/ECONOMY	SCORE
1	Albania[2]	<0.10
1	Bangladesh	<0.10
1	Bosnia and Herzegovina[2]	<0.10
1	Brunei Darussalam[2]	<0.10
1	Croatia	<0.10
1	Czech Republic	<0.10
1	Egypt	<0.10
1	Hong Kong SAR[3]	<0.10
1	Japan	<0.10
1	Korea, Rep.	<0.10
1	Macedonia, FYR[2]	<0.10
1	Montenegro	<0.10
1	Philippines	<0.10
1	Saudi Arabia	<0.10
1	Slovak Republic	<0.10
1	Slovenia	<0.10
1	Sri Lanka	<0.10
1	Syria	<0.10
1	Turkey	<0.10
20	Algeria	0.10
20	Armenia	0.10
20	Australia	0.10
20	Azerbaijan	0.10
20	Bulgaria	0.10
20	China	0.10
20	Finland	0.10
20	Georgia	0.10
20	Germany	0.10
20	Greece	0.10
20	Hungary	0.10
20	Kazakhstan	0.10
20	Lebanon	0.10
20	Lithuania	0.10
20	Malta	0.10
20	Mongolia	0.10
20	Morocco	0.10
20	New Zealand	0.10
20	Norway	0.10
20	Oman	0.10
20	Pakistan	0.10
20	Poland	0.10
20	Romania	0.10
20	Serbia	0.10
20	Singapore	0.10
20	Sweden	0.10
20	Tunisia	0.10
47	Jordan[2]	0.13
48	Taiwan, China[3]	0.15
48	Bahrain[1]	<0.20
48	Cyprus[2]	<0.20
48	Kuwait[2]	<0.20
48	Libya[1]	<0.20
48	Qatar	<0.20
48	Timor-Leste[1]	<0.20
48	United Arab Emirates[1]	<0.20
56	Belgium	0.20
56	Bolivia	0.20
56	Denmark	0.20
56	Indonesia	0.20
56	Iran, Islamic Rep.	0.20
56	Ireland	0.20
56	Israel	0.20
56	Madagascar	0.20
56	Netherlands	0.20
56	Nicaragua	0.20
56	Tajikistan	0.20
56	United Kingdom	0.20
68	Austria	0.30
68	Canada	0.30
68	Costa Rica	0.30
68	Iceland	0.30
68	India	0.30
68	Italy	0.30
68	Kyrgyz Republic	0.30
68	Luxembourg	0.30
68	Mexico	0.30
68	Paraguay	0.30
78	Puerto Rico	0.35
79	Chile	0.40
79	Ecuador	0.40
79	France	0.40
79	Moldova	0.40
79	Nepal	0.40
79	Peru	0.40
79	Spain	0.40
79	Switzerland	0.40
79	Vietnam	0.40
88	Argentina	0.50
88	Cambodia	0.50
88	Colombia	0.50
88	Malaysia	0.50
88	Uruguay	0.50
93	Brazil[2]	0.60
93	Portugal	0.60
93	United States	0.60
96	Latvia	0.70
96	Mauritania	0.70
96	Venezuela[1]	0.70
99	Cape Verde[2]	0.80
99	El Salvador	0.80
99	Guatemala	0.80
99	Honduras	0.80
103	Dominican Republic	0.90
103	Panama	0.90
103	Senegal	0.90
106	Mali	1.00
106	Mauritius	1.00
106	Russian Federation	1.00
109	Ukraine	1.10
110	Benin	1.20
110	Burkina Faso	1.20
110	Estonia	1.20
110	Guyana	1.20
114	Thailand	1.30
115	Barbados	1.40
115	Ethiopia[1]	1.40
117	Trinidad and Tobago	1.50
118	Jamaica	1.70
119	Ghana	1.80
120	Angola	2.00
120	Gambia, The	2.00
122	Rwanda	2.90
123	Burundi	3.30
124	Chad	3.40
124	Côte d'Ivoire	3.40
126	Nigeria	3.60
127	Cameroon	5.30
128	Tanzania	5.60
129	Kenya	6.30
130	Uganda	6.50
131	Malawi	11.00
132	Mozambique	11.50
133	Namibia	13.10
134	Zambia	13.50
135	Zimbabwe	14.30
136	South Africa	17.80
137	Lesotho	23.60
138	Botswana	24.80
139	Swaziland	25.90

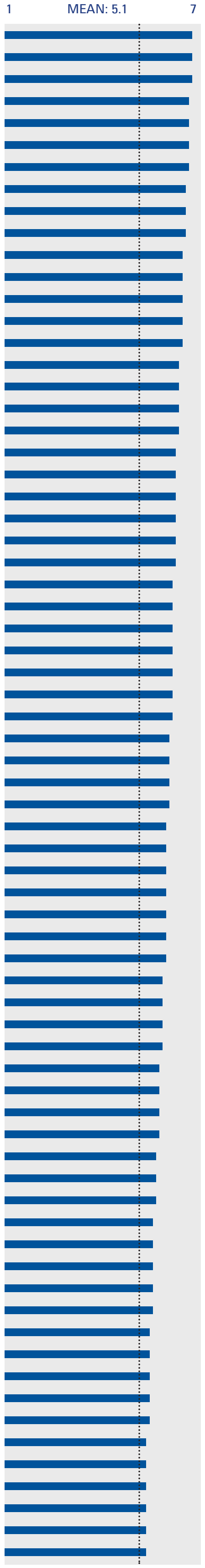
SOURCE: UNAIDS, *2010 Report on the Global AIDS Epidemic*

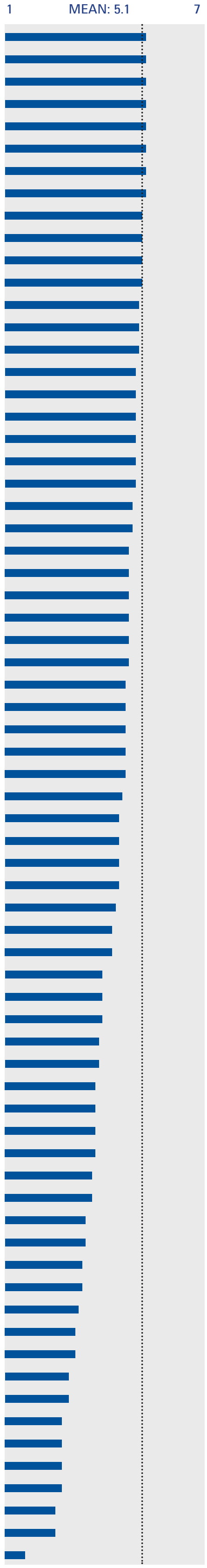
[1] 2005 [2] 2007 [3] 2008

11.09 Business impact of HIV/AIDS

How serious an impact do you consider the HIV/AIDS will have on your company in the next five years (e.g., death, disability, medical and funeral expenses, productivity and absenteeism, recruitment and training expenses, revenues)? [1 = a serious impact; 7 = no impact at all] | 2009–10 weighted average

RANK	COUNTRY/ECONOMY	SCORE
1	Norway	6.7
2	Albania	6.7
3	Slovak Republic	6.7
4	Bosnia and Herzegovina	6.6
5	Sweden	6.6
6	Finland	6.6
7	Iceland	6.6
8	Austria	6.5
9	Israel	6.5
10	New Zealand	6.5
11	Slovenia	6.4
12	Germany	6.4
13	Switzerland	6.4
14	Croatia	6.4
15	Hungary	6.4
16	Tunisia	6.3
17	Ireland	6.3
18	Belgium	6.3
19	Greece	6.3
20	Montenegro	6.2
21	Cyprus	6.2
22	Spain	6.2
23	Turkey	6.2
24	Poland	6.2
25	Canada	6.2
26	Denmark	6.1
27	Uruguay	6.1
28	Luxembourg	6.1
29	Egypt	6.1
30	Saudi Arabia	6.1
31	Jordan	6.1
32	Chile	6.1
33	Syria	6.0
34	Netherlands	6.0
35	Lithuania	6.0
36	Italy	6.0
37	Hong Kong SAR	5.9
38	Portugal	5.9
39	Kuwait	5.9
40	Sri Lanka	5.9
41	Korea, Rep.	5.9
42	Japan	5.9
43	Malta	5.9
44	Serbia	5.8
45	Costa Rica	5.8
46	Macedonia, FYR	5.8
47	Singapore	5.8
48	Bahrain	5.7
49	Taiwan, China	5.7
50	United Arab Emirates	5.7
51	France	5.7
52	Czech Republic	5.6
53	Australia	5.6
54	United Kingdom	5.6
55	Armenia	5.5
56	China	5.5
57	Estonia	5.5
58	Romania	5.5
59	Lebanon	5.5
60	Oman	5.4
61	Guatemala	5.4
62	Russian Federation	5.4
63	Algeria	5.4
64	Latvia	5.4
65	Peru	5.3
66	Iran, Islamic Rep.	5.3
67	Mongolia	5.3
68	Brazil	5.3
69	Puerto Rico	5.3
70	Georgia	5.3
71	Bulgaria	5.2
72	Argentina	5.2
73	El Salvador	5.2
74	Moldova	5.2
75	Ecuador	5.2
76	Bangladesh	5.2
77	Brunei Darussalam	5.2
78	Mexico	5.2
79	Mauritius	5.1
80	United States	5.1
81	Panama	5.1
82	Venezuela	5.1
83	Philippines	5.0
84	Vietnam	5.0
85	Cape Verde	5.0
86	Kazakhstan	4.9
87	Bolivia	4.9
88	Honduras	4.9
89	Libya	4.9
90	Gambia, The	4.9
91	Paraguay	4.9
92	Senegal	4.8
93	Malaysia	4.8
94	Qatar	4.7
95	Indonesia	4.7
96	Ukraine	4.7
97	Madagascar	4.7
98	Nicaragua	4.7
99	India	4.7
100	Azerbaijan	4.6
101	Colombia	4.6
102	Pakistan	4.6
103	Dominican Republic	4.6
104	Tajikistan	4.6
105	Morocco	4.5
106	Thailand	4.4
107	Kyrgyz Republic	4.4
108	Jamaica	4.4
109	Ghana	4.4
110	Timor-Leste	4.3
111	Benin	4.2
112	Barbados	4.2
113	Burkina Faso	3.9
114	Cambodia	3.9
115	Nepal	3.9
116	Rwanda	3.8
117	Cameroon	3.8
118	Nigeria	3.7
119	Trinidad and Tobago	3.7
120	Mauritania	3.7
121	Mali	3.7
122	Guyana	3.6
123	Côte d'Ivoire	3.6
124	Ethiopia	3.4
125	Tanzania	3.4
126	Angola	3.3
127	Kenya	3.3
128	Namibia	3.2
129	Burundi	3.1
130	Mozambique	3.1
131	Zimbabwe	2.9
132	Botswana	2.9
133	Chad	2.7
134	Uganda	2.7
135	Malawi	2.7
136	Zambia	2.7
137	Lesotho	2.5
138	South Africa	2.5
139	Swaziland	1.6





SOURCE: World Economic Forum, Executive Opinion Survey 2009, 2010

11.10 Life expectancy

Life expectancy at birth (years) | 2008

RANK	COUNTRY/ECONOMY	SCORE
1	Japan	83
2	Australia	82
2	Iceland	82
2	Italy	82
2	Switzerland	82
6	Hong Kong SAR[1]	82
7	Canada	81
7	France	81
7	Israel	81
7	New Zealand	81
7	Norway	81
7	Singapore	81
7	Spain	81
7	Sweden	81
15	Austria	80
15	Belgium	80
15	Cyprus	80
15	Finland	80
15	Germany	80
15	Greece	80
15	Ireland	80
15	Korea, Rep.	80
15	Luxembourg	80
15	Malta	80
15	Netherlands	80
15	United Kingdom	80
27	Taiwan, China[3]	79
28	Denmark	79
28	Portugal	79
28	Slovenia	79
31	Chile	78
31	Costa Rica	78
31	Kuwait	78
31	United Arab Emirates	78
31	United States	78
36	Puerto Rico[2]	77
37	Czech Republic	77
38	Argentina	76
38	Brunei Darussalam	76
38	Croatia	76
38	Mexico	76
38	Panama	76
38	Peru	76
38	Poland	76
38	Qatar	76
46	Bahrain	75
46	Bosnia and Herzegovina	75
46	Colombia	75
46	Slovak Republic	75
46	Tunisia	75
46	Uruguay	75
46	Venezuela	75
53	Barbados	74
53	China	74
53	Estonia	74
53	Hungary	74
53	Macedonia, FYR	74
53	Montenegro	74
53	Nicaragua	74
53	Oman	74
53	Paraguay	74
53	Serbia	74
53	Turkey	74
64	Albania	73
64	Brazil	73
64	Bulgaria	73
64	Dominican Republic	73
64	Ecuador	73
64	Libya	73
64	Malaysia	73
64	Mauritius	73
64	Romania	73
64	Vietnam	73
74	El Salvador	72
74	Georgia	72
74	Iran, Islamic Rep.	72
74	Jamaica	72
74	Jordan	72
74	Lebanon	72
74	Lithuania	72
74	Morocco	72
74	Saudi Arabia	72
74	Syria	72
84	Algeria	71
84	Cape Verde	71
84	Latvia	71
87	Armenia	70
87	Honduras	70
87	Philippines	70
87	Thailand	70
87	Trinidad and Tobago	70
92	Egypt	69
92	Guatemala	69
92	Moldova	69
92	Sri Lanka	69
96	Azerbaijan	68
96	Mongolia	68
96	Russian Federation	68
96	Ukraine	68
100	Bolivia	67
100	Indonesia	67
100	Tajikistan	67
103	Kyrgyz Republic	66
104	Bangladesh	65
104	Guyana	65
106	India	64
106	Kazakhstan	64
108	Namibia	63
108	Nepal	63
108	Pakistan	63
111	Cambodia	62
111	Ghana	62
111	Timor-Leste	62
114	Botswana	61
115	Madagascar	60
116	Gambia, The	59
116	Senegal	59
118	Ethiopia	58
118	Mauritania	58
118	Rwanda	58
121	Benin	57
122	Côte d'Ivoire	56
123	Kenya	54
124	Cameroon	53
124	Malawi	53
124	South Africa	53
124	Tanzania	53
128	Uganda	52
129	Burkina Faso	51
129	Mozambique	51
131	Burundi	50
132	Mali	49
132	Nigeria	49
134	Swaziland	48
134	Zambia	48
136	Lesotho	47
137	Angola	46
137	Chad	46
139	Zimbabwe	42

SOURCES: World Health Organization, *World Health Statistics 2010*, national sources

[1] 2005 [2] 2006 [3] 2009

12th Pillar

Affinity for Travel & Tourism

12.01 Tourism openness

Tourism expenditure and receipts as a percentage of GDP | 2009

RANK	COUNTRY/ECONOMY	SCORE
1	Lebanon	31.2
2	Barbados	30.0
3	Albania	27.8
4	Cape Verde	27.0
5	Montenegro	17.1
6	Mauritius	17.1
7	Jamaica	16.9
8	Malta	15.9
9	Kyrgyz Republic	15.8
10	Jordan	15.8
11	Hong Kong SAR	15.4
12	Luxembourg	14.9
13	Croatia	14.6
14	Cyprus	14.5
15	Singapore	13.7
16	Cambodia	11.8
17	Bulgaria	11.6
18	Malaysia	11.5
19	Mongolia	10.6
20	Timor-Leste	10.4
21	Ghana	10.1
22	Tanzania	9.5
23	Dominican Republic	9.5
24	Gambia, The[2]	9.4
25	Iceland	9.3
26	Estonia	8.8
27	Morocco	8.4
28	Nicaragua	8.0
29	Slovenia	7.9
30	United Arab Emirates	7.9
31	Austria	7.9
32	Kuwait	7.8
33	Armenia	7.7
34	Moldova	7.6
35	Thailand	7.6
36	Syria[2]	7.5
37	Costa Rica	7.4
38	Bahrain	7.4
39	Tunisia	7.3
40	Panama	7.3
41	Puerto Rico	7.3
42	Hungary	7.1
43	Egypt	7.1
44	Brunei Darussalam	7.0
45	Saudi Arabia	6.6
46	Honduras	6.4
47	Nepal	6.2
48	Ireland	6.1
49	Georgia	6.1
50	New Zealand	6.0
51	Lithuania	6.0
52	Ukraine	5.9
53	Belgium	5.9
54	Latvia	5.9
55	Portugal	5.8
56	Senegal[2]	5.6
57	Botswana	5.6
58	Czech Republic	5.5
59	Sweden	5.5
60	Greece	5.4
61	Guyana[2]	5.4
62	Uganda	5.4
63	Bosnia and Herzegovina	5.3
64	Chad[1]	5.3
65	Namibia	5.3
66	Uruguay	5.2
67	Mauritania[1]	5.1
68	Switzerland	5.0
69	Burundi	4.8
70	Spain	4.8
71	Mali[2]	4.7
72	Rwanda	4.7
73	Denmark	4.7
74	Zimbabwe[1]	4.6
75	Madagascar	4.6
76	Benin[2]	4.5
77	Vietnam	4.5
78	Norway	4.5
79	Slovak Republic	4.4
80	Australia	4.3
81	Serbia	4.2
82	Netherlands	4.1
83	Mozambique	4.1
84	Turkey	4.1
85	South Africa	4.0
86	Taiwan, China	3.9
87	Poland	3.8
88	Swaziland	3.7
89	United Kingdom	3.7
90	Guatemala	3.6
91	Germany	3.5
92	Iran, Islamic Rep.	3.4
93	Israel	3.4
94	Macedonia, FYR	3.4
95	Oman	3.4
96	Lesotho	3.3
97	France	3.3
98	Bolivia	3.3
99	Italy	3.2
100	Kenya	3.1
101	Finland	3.0
102	Philippines	3.0
103	Canada	2.8
104	Nigeria	2.8
105	Argentina	2.7
106	Korea, Rep.	2.7
107	Libya	2.7
108	Cameroon	2.6
109	Malawi	2.6
110	Peru	2.5
111	Russian Federation	2.4
112	Trinidad and Tobago[2]	2.4
113	El Salvador	2.4
114	Ecuador	2.2
115	Indonesia	2.1
116	Mexico	2.1
117	Côte d'Ivoire	2.0
118	Chile	2.0
119	Kazakhstan	1.9
120	Sri Lanka	1.8
121	Azerbaijan	1.7
122	China	1.7
123	Romania	1.7
124	India	1.7
125	Colombia	1.6
126	Burkina Faso[2]	1.5
127	Ethiopia	1.4
128	Paraguay	1.4
129	United States	1.2
130	Zambia	1.1
131	Brazil	1.0
132	Angola	0.9
133	Venezuela	0.7
134	Japan	0.7
135	Qatar	0.7
136	Pakistan	0.6
137	Algeria	0.6
138	Bangladesh	0.3
139	Tajikistan	0.2

SOURCE: United Nations World Tourism Organization

[1] 1998 [2] 2008

12.02 Attitude of population toward foreign visitors

How welcome are foreign visitors in your country? [1 = very unwelcome; 7 = very welcome] | 2009–10 weighted average

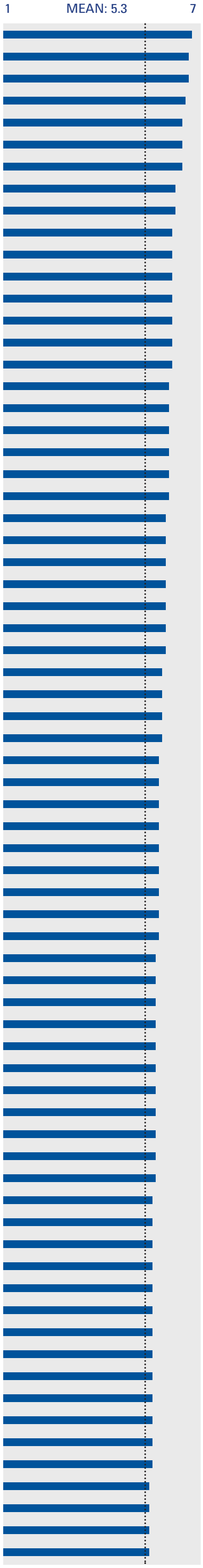
RANK	COUNTRY/ECONOMY	SCORE
1	New Zealand	6.9
2	Iceland	6.8
3	Lebanon	6.8
4	Rwanda	6.8
5	Hong Kong SAR	6.7
6	Canada	6.7
7	Tunisia	6.7
8	Thailand	6.7
9	Singapore	6.7
10	Austria	6.7
11	Syria	6.7
12	Morocco	6.7
13	Portugal	6.7
14	Ireland	6.6
15	Bahrain	6.6
16	Burkina Faso	6.6
17	Georgia	6.6
18	Mauritius	6.6
19	Switzerland	6.6
20	Uganda	6.6
21	Macedonia, FYR	6.6
22	Barbados	6.6
23	Sweden	6.6
24	Malta	6.6
25	Brazil	6.5
26	Greece	6.5
27	Turkey	6.5
28	Mali	6.5
29	United Arab Emirates	6.5
30	Zambia	6.5
31	Kenya	6.5
32	Finland	6.5
33	Jamaica	6.5
34	Norway	6.5
35	Montenegro	6.5
36	Egypt	6.5
37	Jordan	6.5
38	Dominican Republic	6.5
39	Mexico	6.4
40	Philippines	6.4
41	Senegal	6.4
42	Croatia	6.4
43	Cyprus	6.4
44	Nepal	6.4
45	Gambia, The	6.4
46	Belgium	6.4
47	Ghana	6.4
48	Australia	6.4
49	Puerto Rico	6.4
50	Ethiopia	6.4
51	Luxembourg	6.4
52	Albania	6.4
53	Tajikistan	6.4
54	Spain	6.3
55	Costa Rica	6.3
56	Colombia	6.3
57	Malawi	6.3
58	Malaysia	6.3
59	South Africa	6.3
60	Cameroon	6.3
61	Cape Verde	6.3
62	Benin	6.3
63	Azerbaijan	6.3
64	Germany	6.3
65	Cambodia	6.3
66	Serbia	6.3
67	Uruguay	6.3
68	Taiwan, China	6.3
69	Swaziland	6.3
70	Moldova	6.3
71	Netherlands	6.3
72	Madagascar	6.3
73	Namibia	6.3
74	United Kingdom	6.3
75	Israel	6.2
76	Oman	6.2
77	Estonia	6.2
78	Armenia	6.2
79	Slovenia	6.2
80	Mozambique	6.2
81	India	6.2
82	France	6.2
83	Bosnia and Herzegovina	6.2
84	Peru	6.2
85	Chile	6.2
86	Côte d'Ivoire	6.2
87	Romania	6.2
88	El Salvador	6.1
89	Sri Lanka	6.1
90	Denmark	6.1
91	Japan	6.1
92	Kazakhstan	6.1
93	Czech Republic	6.1
94	Italy	6.1
95	Mauritania	6.1
96	Bangladesh	6.1
97	Vietnam	6.1
98	Trinidad and Tobago	6.0
99	Brunei Darussalam	6.0
100	Algeria	6.0
101	United States	6.0
102	Guatemala	6.0
103	Lesotho	6.0
104	Nigeria	6.0
105	Libya	6.0
106	Qatar	6.0
107	Zimbabwe	5.9
108	Panama	5.9
109	Lithuania	5.9
110	China	5.9
111	Burundi	5.9
112	Argentina	5.9
113	Indonesia	5.9
114	Guyana	5.9
115	Kyrgyz Republic	5.9
116	Botswana	5.8
117	Hungary	5.8
118	Ecuador	5.8
119	Chad	5.8
120	Honduras	5.8
121	Paraguay	5.8
122	Bulgaria	5.7
123	Saudi Arabia	5.6
124	Mongolia	5.6
125	Korea, Rep.	5.6
126	Slovak Republic	5.6
127	Ukraine	5.6
128	Tanzania	5.5
129	Nicaragua	5.5
130	Latvia	5.5
131	Bolivia	5.4
132	Kuwait	5.3
133	Timor-Leste	5.3
134	Poland	5.2
135	Pakistan	5.2
136	Russian Federation	5.1
137	Iran, Islamic Rep.	5.0
138	Angola	4.9
139	Venezuela	4.6

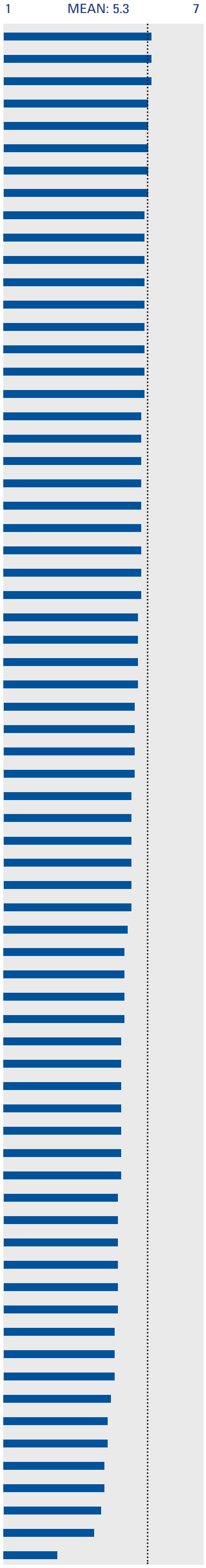
SOURCE: World Economic Forum, Executive Opinion Survey 2009, 2010

12.03 Extension of business trips recommended

When senior executives visit your country for the first time for business purposes, how likely are you to recommend extending their trip for leisure purposes? [1 = very unlikely; 7 = very likely] | 2009–10 weighted average

RANK	COUNTRY/ECONOMY	SCORE
1	France	6.7
2	New Zealand	6.6
3	Lebanon	6.6
4	Austria	6.5
5	Turkey	6.4
6	Costa Rica	6.4
7	Spain	6.4
8	South Africa	6.2
9	Tunisia	6.2
10	Puerto Rico	6.1
11	Syria	6.1
12	Israel	6.1
13	United Arab Emirates	6.1
14	Argentina	6.1
15	Switzerland	6.1
16	Mauritius	6.1
17	Thailand	6.0
18	Iceland	6.0
19	Barbados	6.0
20	Uruguay	6.0
21	Egypt	6.0
22	Ireland	6.0
23	Canada	5.9
24	Morocco	5.9
25	Guatemala	5.9
26	Portugal	5.9
27	Senegal	5.9
28	Peru	5.9
29	Cyprus	5.9
30	Macedonia, FYR	5.8
31	Panama	5.8
32	Namibia	5.8
33	Jamaica	5.8
34	Chile	5.7
35	Jordan	5.7
36	Hong Kong SAR	5.7
37	Australia	5.7
38	Malaysia	5.7
39	Mexico	5.7
40	Philippines	5.7
41	Romania	5.7
42	Estonia	5.7
43	United States	5.6
44	Malta	5.6
45	Albania	5.6
46	Singapore	5.6
47	Bosnia and Herzegovina	5.6
48	Montenegro	5.6
49	Oman	5.6
50	Benin	5.6
51	Madagascar	5.6
52	Swaziland	5.6
53	Greece	5.6
54	Colombia	5.5
55	Burkina Faso	5.5
56	Sri Lanka	5.5
57	Taiwan, China	5.5
58	Qatar	5.5
59	Kenya	5.5
60	Ecuador	5.5
61	Armenia	5.5
62	Cameroon	5.5
63	Honduras	5.5
64	Mongolia	5.5
65	Serbia	5.5
66	Dominican Republic	5.5
67	Nepal	5.4
68	Azerbaijan	5.4
69	Brazil	5.4
70	Cambodia	5.4
71	Mali	5.4
72	Luxembourg	5.4
73	Gambia, The	5.4
74	Italy	5.3
75	Georgia	5.3
76	Germany	5.3
77	Malawi	5.3
78	Sweden	5.3
79	United Kingdom	5.2
80	Zimbabwe	5.2
81	Korea, Rep.	5.2
82	Uganda	5.2
83	Vietnam	5.2
84	Finland	5.2
85	Rwanda	5.2
86	Ethiopia	5.2
87	Botswana	5.2
88	Netherlands	5.1
89	Slovenia	5.1
90	Mauritania	5.1
91	Côte d'Ivoire	5.1
92	India	5.1
93	Indonesia	5.1
94	Slovak Republic	5.1
95	Kyrgyz Republic	5.1
96	Belgium	5.1
97	Lesotho	5.0
98	Zambia	5.0
99	Lithuania	5.0
100	Mozambique	5.0
101	El Salvador	4.9
102	Bahrain	4.9
103	Iran, Islamic Rep.	4.9
104	Trinidad and Tobago	4.9
105	China	4.8
106	Burundi	4.8
107	Libya	4.8
108	Algeria	4.8
109	Cape Verde	4.8
110	Norway	4.8
111	Latvia	4.7
112	Saudi Arabia	4.6
113	Tajikistan	4.6
114	Brunei Darussalam	4.6
115	Guyana	4.6
116	Bulgaria	4.5
117	Ukraine	4.5
118	Bangladesh	4.5
119	Croatia	4.5
120	Japan	4.5
121	Nigeria	4.5
122	Kazakhstan	4.5
123	Ghana	4.4
124	Tanzania	4.4
125	Poland	4.4
126	Bolivia	4.4
127	Denmark	4.4
128	Nicaragua	4.4
129	Hungary	4.3
130	Czech Republic	4.3
131	Moldova	4.3
132	Russian Federation	4.2
133	Timor-Leste	4.1
134	Pakistan	4.1
135	Venezuela	4.0
136	Paraguay	4.0
137	Chad	3.9
138	Kuwait	3.7
139	Angola	2.6





SOURCE: World Economic Forum, Executive Opinion Survey 2009, 2010

13th Pillar

Natural resources

13.01 Number of World Heritage natural sites

Number of World Heritage natural sites in the country | 2010

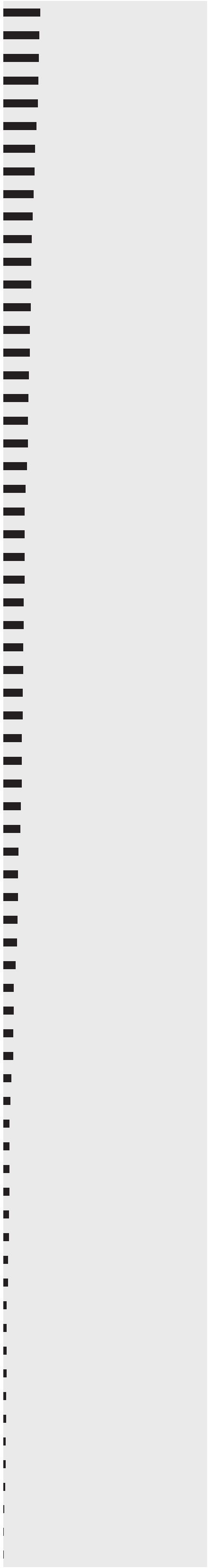
RANK	COUNTRY/ECONOMY	SCORE
1	Australia	15
2	United States	13
3	China	12
4	Canada	9
4	Russian Federation	9
6	Brazil	7
7	India	5
7	Spain	5
7	United Kingdom	5
10	Argentina	4
10	France	4
10	Indonesia	4
10	Mexico	4
10	Peru	4
10	South Africa	4
10	Tanzania	4
17	Costa Rica	3
17	Côte d'Ivoire	3
17	Italy	3
17	Japan	3
17	New Zealand	3
17	Panama	3
17	Switzerland	3
24	Bulgaria	2
24	Colombia	2
24	Ecuador	2
24	Germany	2
24	Greece	2
24	Kenya	2
24	Madagascar	2
24	Malaysia	2
24	Nepal	2
24	Philippines	2
24	Senegal	2
24	Slovak Republic	2
24	Sri Lanka	2
24	Sweden	2
24	Thailand	2
24	Turkey	2
24	Uganda	2
24	Vietnam	2
24	Zimbabwe	2
43	Algeria	1
43	Bangladesh	1
43	Bolivia	1
43	Cameroon	1
43	Croatia	1
43	Denmark	1
43	Egypt	1
43	Ethiopia	1
43	Finland	1
43	Guatemala	1
43	Honduras	1
43	Hungary	1
43	Iceland	1
43	Kazakhstan	1
43	Korea, Rep.	1
43	Macedonia, FYR	1
43	Malawi	1
43	Mali	1
43	Mauritania	1
43	Mongolia	1
43	Montenegro	1
43	Netherlands	1
43	Norway	1
43	Oman	1
43	Poland	1
43	Portugal	1
43	Romania	1
43	Slovenia	1
43	Tunisia	1
43	Ukraine	1
43	Venezuela	1
43	Zambia	1
75	Albania	0
75	Angola	0
75	Armenia	0
75	Austria	0
75	Azerbaijan	0
75	Bahrain	0
75	Barbados	0
75	Belgium	0
75	Benin	0
75	Bosnia and Herzegovina	0
75	Botswana	0
75	Brunei Darussalam	0
75	Burkina Faso	0
75	Burundi	0
75	Cambodia	0
75	Cape Verde	0
75	Chad	0
75	Chile	0
75	Cyprus	0
75	Czech Republic	0
75	Dominican Republic	0
75	El Salvador	0
75	Estonia	0
75	Gambia, The	0
75	Georgia	0
75	Ghana	0
75	Guyana	0
75	Hong Kong SAR	0
75	Iran, Islamic Rep.	0
75	Ireland	0
75	Israel	0
75	Jamaica	0
75	Jordan	0
75	Kuwait	0
75	Kyrgyz Republic	0
75	Latvia	0
75	Lebanon	0
75	Lesotho	0
75	Libya	0
75	Lithuania	0
75	Luxembourg	0
75	Malta	0
75	Mauritius	0
75	Moldova	0
75	Morocco	0
75	Mozambique	0
75	Namibia	0
75	Nicaragua	0
75	Nigeria	0
75	Pakistan	0
75	Paraguay	0
75	Puerto Rico	0
75	Qatar	0
75	Rwanda	0
75	Saudi Arabia	0
75	Serbia	0
75	Singapore	0
75	Swaziland	0
75	Syria	0
75	Taiwan, China	0
75	Tajikistan	0
75	Timor-Leste	0
75	Trinidad and Tobago	0
75	United Arab Emirates	0
75	Uruguay	0

SOURCE: UNESCO, World Heritage Centre (November 2010)

13.02 Protected areas

Protected areas as a percentage of total land area | 2010

RANK	COUNTRY/ECONOMY	SCORE
1	Venezuela	50.2
2	Hong Kong SAR	41.8
3	Germany	40.2
4	Zambia	36.0
5	Nicaragua	33.5
6	Botswana	30.9
7	Saudi Arabia	30.0
8	Guatemala	29.5
9	Brunei Darussalam	28.4
10	Zimbabwe	28.0
11	Brazil	27.8
12	Tanzania	27.0
13	Dominican Republic	24.0
14	Benin	23.8
15	Slovak Republic	23.5
16	Senegal	23.5
17	Austria	22.9
18	Switzerland	22.8
19	Cambodia	22.2
20	Estonia	22.1
21	Côte d'Ivoire	21.8
22	Poland	21.3
23	Luxembourg	19.8
24	Colombia	19.5
25	Ethiopia	18.4
26	New Zealand	18.3
27	Bolivia	18.2
28	Costa Rica	17.7
29	Nepal	17.0
30	Thailand	16.9
31	United Kingdom	16.6
32	Latvia	16.2
33	China	16.1
34	Israel	15.9
35	United States	15.7
36	Ecuador	15.3
37	Czech Republic	15.1
38	Malawi	15.0
39	Netherlands	14.9
40	Mozambique	14.8
41	Malaysia	14.5
42	Sri Lanka	14.5
43	Namibia	13.9
44	Burkina Faso	13.9
45	Honduras	13.9
46	France	13.7
47	Mongolia	13.4
48	Ghana	13.3
49	Chile	13.2
50	Peru	13.1
51	Nigeria	12.6
52	Australia	12.4
53	Italy	12.2
54	Angola	12.1
55	Slovenia	12.0
56	Mexico	11.8
57	Kenya	11.6
58	Panama	11.5
59	Montenegro	11.5
60	Japan	10.8
61	Norway	10.7
62	Sweden	10.4
63	Pakistan	10.0
64	Rwanda	10.0
65	Uganda	9.7
66	Trinidad and Tobago	9.6
67	Jordan	9.4
68	Chad	9.4
69	Oman	9.3
70	Russian Federation	9.0
71	Cameroon	9.0
72	Bulgaria	8.7
73	Greece	8.6
74	Finland	8.5
75	Albania	8.4
76	Armenia	8.0
77	Romania	7.7
78	Spain	7.6
79	Jamaica	7.3
80	Azerbaijan	7.1
81	Kyrgyz Republic	6.9
82	Iran, Islamic Rep.	6.8
83	South Africa	6.8
84	Canada	6.6
85	Indonesia	6.4
86	Timor-Leste	6.4
87	Algeria	6.2
88	Egypt	6.1
89	Taiwan, China	6.0
90	Serbia	6.0
91	Iceland	5.7
92	Paraguay	5.4
93	Argentina	5.2
94	Croatia	5.2
95	India	5.1
96	Hungary	5.1
97	Guyana	4.9
98	Vietnam	4.9
99	Burundi	4.8
100	Macedonia, FYR	4.8
101	Cyprus	4.7
102	United Arab Emirates	4.7
103	Puerto Rico	4.4
104	Lithuania	4.4
105	Denmark	4.4
106	Portugal	4.2
107	Tajikistan	4.1
108	Ukraine	3.6
109	Singapore	3.5
110	Korea, Rep.	3.5
111	Georgia	3.4
112	Philippines	3.3
113	Swaziland	3.0
114	Kazakhstan	2.5
115	Cape Verde	2.5
116	Mali	2.4
117	Madagascar	2.4
118	Turkey	1.9
119	Malta	1.7
120	Morocco	1.5
121	Bangladesh	1.5
122	El Salvador	1.4
123	Moldova	1.4
124	Gambia, The	1.3
125	Tunisia	1.3
126	Mauritania	1.1
127	Kuwait	1.1
128	Belgium	0.8
129	Bahrain	0.7
130	Mauritius	0.7
131	Ireland	0.7
132	Syria	0.6
133	Bosnia and Herzegovina	0.6
134	Qatar	0.5
135	Lesotho	0.5
136	Lebanon	0.4
137	Uruguay	0.2
138	Libya	0.1
139	Barbados	0.1

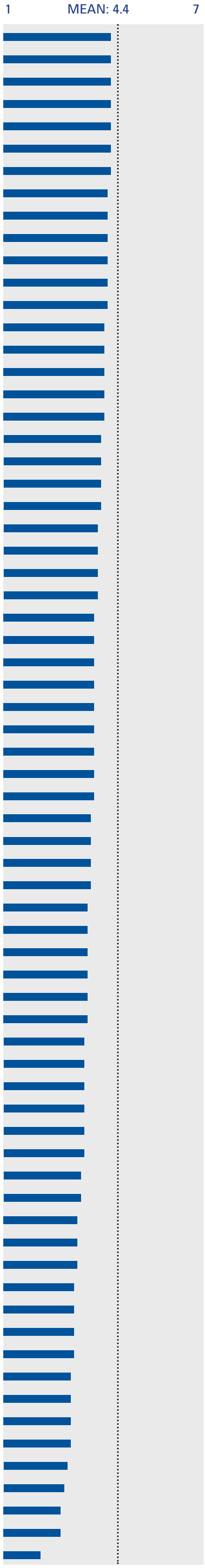


SOURCE: The International Union for Conservation of Nature (IUCN) and UNEP World Conservation Monitoring Centre *World Database on Protected Areas*

13.03 Quality of the natural environment

How would you assess the quality of the natural environment in your country? [1 = extremely poor; 7 = among the world's most pristine] | 2009–10 weighted average

RANK	COUNTRY/ECONOMY	SCORE
1	Sweden	6.8
2	Austria	6.7
3	New Zealand	6.6
4	Finland	6.5
5	Switzerland	6.5
6	Iceland	6.4
7	Norway	6.4
8	Canada	6.3
9	Namibia	6.2
10	Germany	6.0
11	Denmark	5.9
12	Ireland	5.9
13	Oman	5.9
14	Luxembourg	5.9
15	Australia	5.8
16	Slovenia	5.6
17	Japan	5.6
18	Rwanda	5.6
19	Croatia	5.5
20	Brunei Darussalam	5.5
21	Singapore	5.5
22	Uruguay	5.4
23	Iran, Islamic Rep.	5.4
24	Estonia	5.3
25	Costa Rica	5.3
26	South Africa	5.3
27	Botswana	5.3
28	Montenegro	5.3
29	France	5.2
30	Sri Lanka	5.1
31	United States	5.1
32	Swaziland	5.1
33	Portugal	5.1
34	Netherlands	5.1
35	Qatar	5.0
36	Guyana	5.0
37	Latvia	5.0
38	Tunisia	5.0
39	Kyrgyz Republic	4.9
40	Barbados	4.9
41	Greece	4.9
42	Malaysia	4.9
43	Puerto Rico	4.9
44	Brazil	4.9
45	Bosnia and Herzegovina	4.8
46	Lithuania	4.8
47	United Kingdom	4.8
48	Zimbabwe	4.8
49	Mauritius	4.7
50	Uganda	4.7
51	Zambia	4.7
52	Gambia, The	4.7
53	Saudi Arabia	4.7
54	Belgium	4.7
55	Malawi	4.7
56	Cyprus	4.6
57	Jamaica	4.6
58	United Arab Emirates	4.6
59	Spain	4.5
60	Egypt	4.5
61	Slovak Republic	4.5
62	Tajikistan	4.5
63	Taiwan, China	4.5
64	Panama	4.4
65	Georgia	4.4
66	Macedonia, FYR	4.4
67	Poland	4.4
68	Trinidad and Tobago	4.3
69	Israel	4.3
70	Tanzania	4.2
71	Mozambique	4.2
72	Syria	4.2
73	Czech Republic	4.2
74	Bolivia	4.2
75	Ghana	4.2
76	Thailand	4.2
77	Jordan	4.2
78	Bahrain	4.1
79	Ethiopia	4.1
80	Chile	4.1
81	Hungary	4.1
82	Italy	4.1
83	Cameroon	4.1
84	Nepal	4.0
85	Cambodia	4.0
86	Kenya	4.0
87	Timor-Leste	4.0
88	Azerbaijan	4.0
89	Colombia	3.9
90	Turkey	3.9
91	Korea, Rep.	3.9
92	Cape Verde	3.9
93	Philippines	3.8
94	Morocco	3.8
95	Moldova	3.8
96	Honduras	3.8
97	India	3.7
98	Nigeria	3.7
99	Albania	3.7
100	Indonesia	3.7
101	Libya	3.7
102	Argentina	3.7
103	China	3.7
104	Romania	3.7
105	Guatemala	3.7
106	Hong Kong SAR	3.6
107	Algeria	3.6
108	Lesotho	3.6
109	Ecuador	3.6
110	Serbia	3.5
111	Mauritania	3.5
112	Malta	3.5
113	Bangladesh	3.5
114	Pakistan	3.5
115	Nicaragua	3.5
116	Venezuela	3.4
117	Bulgaria	3.4
118	Russian Federation	3.4
119	Peru	3.4
120	Mexico	3.4
121	Paraguay	3.4
122	Kuwait	3.3
123	Dominican Republic	3.3
124	Benin	3.2
125	Angola	3.2
126	Kazakhstan	3.2
127	Armenia	3.1
128	Madagascar	3.1
129	Mongolia	3.1
130	Burkina Faso	3.1
131	Lebanon	3.0
132	Vietnam	3.0
133	Ukraine	3.0
134	Senegal	3.0
135	Chad	2.9
136	Mali	2.8
137	Burundi	2.7
138	El Salvador	2.7
139	Côte d'Ivoire	2.1

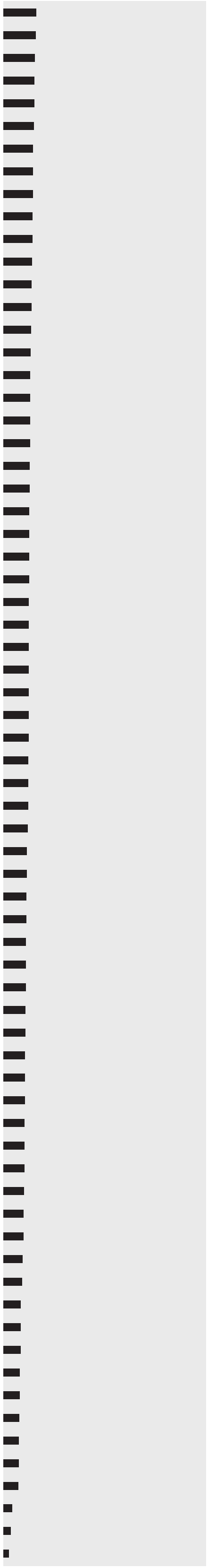


SOURCE: World Economic Forum, Executive Opinion Survey 2009, 2010

13.04 Total known species

Total known species (mammals, birds, amphibians) in the country | 2010

RANK	COUNTRY/ECONOMY	SCORE
1	Brazil	3,172.0
2	Colombia	2,962.0
3	Peru	2,712.0
4	Indonesia	2,605.0
5	Ecuador	2,428.0
6	China	2,115.0
7	Venezuela	2,022.0
8	Bolivia	2,015.0
9	Mexico	1,943.0
10	India	1,834.0
11	United States	1,601.0
12	Tanzania	1,588.0
13	Argentina	1,509.0
14	Kenya	1,496.0
15	Cameroon	1,402.0
16	Uganda	1,373.0
17	Thailand	1,370.0
18	Panama	1,356.0
19	Angola	1,281.0
20	Costa Rica	1,271.0
21	Australia	1,266.0
22	Vietnam	1,261.0
23	Malaysia	1,253.0
24	Nigeria	1,238.0
25	South Africa	1,178.0
26	Guyana	1,151.0
27	Ethiopia	1,139.0
28	Guatemala	1,059.0
29	Zambia	1,049.0
30	Nepal	1,040.0
31	Honduras	1,031.0
32	Côte d'Ivoire	1,013.0
33	Ghana	1,005.0
34	Mozambique	972.0
35	Russian Federation	943.0
36	Nicaragua	936.0
37	Paraguay	926.0
38	Malawi	901.0
39	Zimbabwe	891.0
40	Philippines	861.0
41	Rwanda	847.0
42	Namibia	843.0
43	Pakistan	820.0
44	Canada	791.0
45	Bangladesh	771.0
46	Senegal	766.0
47	Burundi	734.0
48	Botswana	728.0
49	Mali	722.0
50	Cambodia	717.0
51	Madagascar	715.0
52	Benin	691.0
53	El Salvador	684.0
54	Iran, Islamic Rep.	680.0
55	Chad	658.0
56	Japan	648.0
57	Chile	646.0
58	Swaziland	629.0
59	Kazakhstan	606.0
60	Gambia, The	602.0
61	Burkina Faso	597.0
62	Brunei Darussalam	595.0
63	Mauritania	578.0
64	Sri Lanka	575.0
65	Trinidad and Tobago	573.0
65	Turkey	573.0
67	Uruguay	547.0
68	Spain	534.0
69	France	513.0
70	Taiwan, China	509.0
71	Italy	508.0
72	Israel	501.0
73	Egypt	493.0
74	Mongolia	485.0
75	Morocco	481.0
76	Greece	474.0
77	Azerbaijan	463.0
78	Saudi Arabia	461.0
79	Korea, Rep.	459.0
80	Singapore	454.0
81	Ukraine	449.0
82	Bulgaria	446.0
83	Romania	439.0
84	Germany	436.0
85	Algeria	434.0
86	Portugal	420.0
87	Croatia	419.0
88	Macedonia, FYR	417.0
89	Austria	415.0
89	Jordan	415.0
91	Serbia	408.0
92	Oman	406.0
93	Slovak Republic	401.0
94	Kyrgyz Republic	399.0
94	Tunisia	399.0
96	Poland	398.0
97	Montenegro	397.0
98	Slovenia	396.0
99	Georgia	395.0
100	Switzerland	394.0
101	Albania	393.0
102	Armenia	391.0
102	Tajikistan	391.0
104	Czech Republic	389.0
105	Syria	387.0
106	Hungary	384.0
107	Bosnia and Herzegovina	376.0
108	Netherlands	366.0
109	Sweden	365.0
110	Denmark	358.0
111	Libya	356.0
112	Belgium	352.0
113	Lebanon	350.0
113	United Kingdom	350.0
115	Latvia	345.0
116	Norway	341.0
117	United Arab Emirates	336.0
118	Dominican Republic	334.0
119	Finland	332.0
120	Puerto Rico	331.0
121	Estonia	326.0
122	Lesotho	325.0
123	Lithuania	319.0
124	Moldova	315.0
125	Cyprus	311.0
126	Timor-Leste	296.0
127	Kuwait	289.0
128	New Zealand	271.0
129	Hong Kong SAR	267.0
130	Ireland	265.0
131	Jamaica	253.0
132	Luxembourg	251.0
133	Barbados	247.0
134	Bahrain	237.0
135	Qatar	236.0
136	Malta	234.0
137	Iceland	133.0
138	Cape Verde	114.0
139	Mauritius	86.0



SOURCE: The International Union for Conservation of Nature (IUCN), Red List of Threatened Species 2010

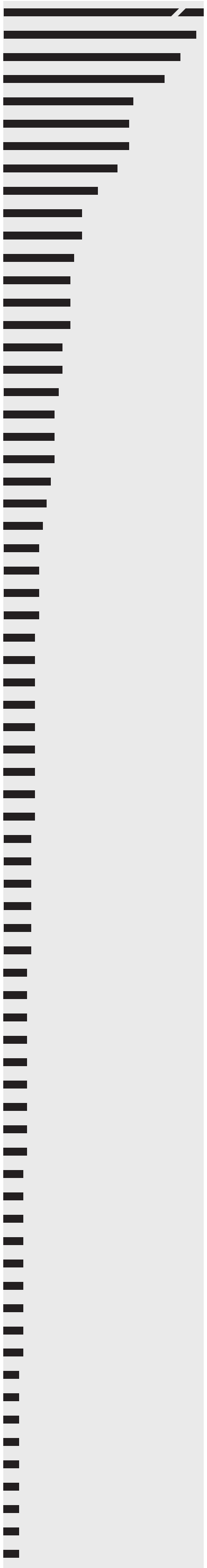
14th Pillar

Cultural resources

14.01 Number of World Heritage cultural sites

Number of World Heritage cultural sites and Oral & Intangible Heritage | 2010

RANK	COUNTRY/ECONOMY	SCORE
1	China	63
2	Spain	49
3	Italy	45
4	France	41
5	Mexico	33
6	Germany	32
6	India	32
8	Japan	29
9	United Kingdom	24
10	Iran, Islamic Rep.	20
10	Korea, Rep.	20
12	Greece	18
13	Belgium	17
13	Russian Federation	17
13	Turkey	17
16	Croatia	15
16	Czech Republic	15
18	Peru	14
19	Brazil	13
19	Poland	13
19	Sweden	13
22	Portugal	12
23	Morocco	11
24	Colombia	10
25	Bulgaria	9
25	Mongolia	9
25	United States	9
25	Vietnam	9
29	Algeria	8
29	Austria	8
29	Bolivia	8
29	Hungary	8
29	Indonesia	8
29	Mali	8
29	Netherlands	8
29	Pakistan	8
29	Romania	8
38	Australia	7
38	Egypt	7
38	Ethiopia	7
38	Lithuania	7
38	Switzerland	7
38	Tunisia	7
44	Azerbaijan	6
44	Canada	6
44	Chile	6
44	Finland	6
44	Guatemala	6
44	Israel	6
44	Norway	6
44	Slovak Republic	6
44	Sri Lanka	6
53	Argentina	5
53	Estonia	5
53	Lebanon	5
53	Libya	5
53	Nigeria	5
53	Oman	5
53	Philippines	5
53	South Africa	5
53	Syria	5
62	Armenia	4
62	Cambodia	4
62	Cyprus	4
62	Georgia	4
62	Jordan	4
62	Latvia	4
62	Malawi	4
62	Senegal	4
62	Serbia	4



RANK	COUNTRY/ECONOMY	SCORE
62	Tanzania	4
62	Zimbabwe	4
73	Albania	3
73	Bangladesh	3
73	Denmark	3
73	Dominican Republic	3
73	Ecuador	3
73	Gambia, The	3
73	Honduras	3
73	Kenya	3
73	Kyrgyz Republic	3
73	Malta	3
73	Mozambique	3
73	Nicaragua	3
73	Saudi Arabia	3
73	Thailand	3
73	Ukraine	3
73	Uruguay	3
89	Benin	2
89	Bosnia and Herzegovina	2
89	Ghana	2
89	Ireland	2
89	Kazakhstan	2
89	Luxembourg	2
89	Madagascar	2
89	Malaysia	2
89	Mauritius	2
89	Nepal	2
89	Panama	2
89	Tajikistan	2
89	Uganda	2
89	Venezuela	2
89	Zambia	2
104	Bahrain	1
104	Botswana	1
104	Burkina Faso	1
104	Cape Verde	1
104	Costa Rica	1
104	Côte d'Ivoire	1
104	El Salvador	1
104	Iceland	1
104	Jamaica	1
104	Macedonia, FYR	1
104	Mauritania	1
104	Moldova	1
104	Montenegro	1
104	Namibia	1
104	New Zealand	1
104	Paraguay	1
104	Qatar	1
104	United Arab Emirates	1
122	Angola	0
122	Barbados	0
122	Brunei Darussalam	0
122	Burundi	0
122	Cameroon	0
122	Chad	0
122	Guyana	0
122	Hong Kong SAR	0
122	Kuwait	0
122	Lesotho	0
122	Puerto Rico	0
122	Rwanda	0
122	Singapore	0
122	Slovenia	0
122	Swaziland	0
122	Taiwan, China	0
122	Timor-Leste	0
122	Trinidad and Tobago	0

SOURCE: UNESCO, World Heritage Centre; UNESCO, Intangible Cultural Heritage (November 2010)

14.02 Sports stadiums

Sports stadium capacity per million population | 2010

RANK	COUNTRY/ECONOMY	SCORE
1	Ireland	245,108.0
2	Iceland	244,012.1
3	Luxembourg	196,109.7
4	Bahrain	181,408.6
5	Qatar	163,825.9
6	Uruguay	161,171.6
7	Barbados	154,374.1
8	Cyprus	151,202.7
9	Malta	150,612.9
10	Montenegro	150,381.4
11	Australia	143,846.0
12	New Zealand	141,001.7
13	Norway	136,512.1
14	Portugal	133,430.7
15	Finland	127,036.3
16	Sweden	109,726.2
17	Switzerland	107,994.0
18	Spain	100,826.4
19	Bulgaria	100,256.4
20	Slovenia	97,540.6
21	United States	95,954.3
22	Macedonia, FYR	94,233.3
23	Denmark	88,625.8
24	United Kingdom	85,516.9
25	Belgium	81,497.7
26	Croatia	80,642.4
27	Germany	78,347.6
28	Bosnia and Herzegovina	78,017.7
29	United Arab Emirates	77,753.2
30	Kuwait	77,110.1
31	Brunei Darussalam	75,058.7
32	Korea, Rep.	72,438.0
33	Hungary	72,057.0
34	Austria	71,380.9
35	Trinidad and Tobago	64,994.0
36	Greece	64,430.0
37	Argentina	61,815.3
38	Czech Republic	60,379.4
39	Canada	57,207.0
40	Serbia	56,466.4
41	Ecuador	56,328.9
42	Netherlands	55,493.5
43	Albania	54,828.9
44	Latvia	54,770.3
45	Italy	52,314.9
46	Georgia	52,008.4
47	Slovak Republic	50,535.3
48	France	48,753.2
49	Costa Rica	48,378.6
50	Chile	46,967.4
51	Romania	46,861.5
52	Oman	46,741.9
53	Puerto Rico	46,571.9
54	Poland	44,074.1
55	Libya	43,738.8
56	Jamaica	43,339.5
57	Botswana	43,338.2
58	Brazil	40,576.6
59	Estonia	40,068.8
60	Armenia	38,945.8
61	Lithuania	37,577.5
62	South Africa	36,555.0
63	Japan	35,160.9
64	Peru	35,158.0
65	Paraguay	34,730.3
66	Malaysia	34,420.6
67	Honduras	34,355.8
68	Israel	33,233.9
69	Taiwan, China	33,215.9
70	Tunisia	31,727.8
71	Bolivia	31,633.8
72	Venezuela	31,175.1
73	Singapore	31,150.1
74	Guyana	28,852.5
75	El Salvador	28,301.7
76	Hong Kong SAR	27,977.2
77	Mauritius	26,816.7
78	Azerbaijan	25,947.3
79	Moldova	24,190.9
80	Colombia	24,149.9
81	Turkey	23,476.4
82	Morocco	23,280.4
83	Mexico	23,248.4
84	Guatemala	22,806.3
85	Panama	22,293.7
86	Ukraine	21,301.3
87	Nicaragua	19,224.1
88	Namibia	19,022.3
89	Kazakhstan	17,484.2
90	Zambia	17,394.2
91	Algeria	16,707.0
92	Senegal	16,155.8
93	Saudi Arabia	15,119.5
94	Russian Federation	15,040.7
95	Dominican Republic	14,576.3
96	Benin	14,202.6
97	Zimbabwe	13,774.9
98	Jordan	13,107.0
99	Mali	12,836.1
100	Ghana	12,524.3
101	Mauritania	12,155.7
102	Cameroon	11,833.0
103	Syria	10,833.4
104	Kyrgyz Republic	10,335.7
105	Sri Lanka	9,752.0
106	Thailand	9,689.5
107	Lesotho	9,676.2
108	Egypt	9,101.8
109	Gambia, The	8,796.6
110	Burkina Faso	8,758.1
111	Mongolia	7,487.9
112	Kenya	7,014.7
113	Tajikistan	6,760.4
114	Indonesia	6,468.4
115	Côte d'Ivoire	6,121.0
116	Tanzania	6,058.7
117	Mozambique	5,328.8
118	Madagascar	4,687.9
119	Nigeria	4,603.7
120	Pakistan	4,439.4
121	Vietnam	4,399.6
122	Cambodia	3,377.2
123	Philippines	3,359.2
124	Malawi	3,275.8
125	China	2,939.3
126	Burundi	2,649.5
127	Rwanda	2,499.4
128	Uganda	2,451.9
129	Nepal	2,318.4
130	Bangladesh	1,991.1
131	India	1,844.8
132	Chad	1,784.7
133	Iran, Islamic Rep.	1,695.4
134	Ethiopia	1,666.2
135	Swaziland	1,184.9
136	Timor-Leste	1,133.6
137	Angola	924.9
138	Lebanon	183.6
139	Cape Verde	126.4

SOURCE: Booz & Company

14.03 Number of international fairs and exhibitions

Number of international fairs and exhibitions held in the country annually | 2007–09 average

RANK	COUNTRY/ECONOMY	SCORE
1	United States	627.7
2	Germany	477.7
3	Spain	370.0
4	United Kingdom	364.7
5	France	359.3
6	Italy	350.0
7	Japan	267.7
8	Brazil	257.0
8	China	257.0
10	Canada	243.3
11	Netherlands	241.3
12	Austria	230.3
13	Switzerland	207.7
14	Australia	192.7
15	Portugal	184.3
16	Sweden	174.0
17	Korea, Rep.	169.0
18	Belgium	146.3
19	Greece	143.7
20	Finland	135.7
21	Argentina	133.7
22	Denmark	132.3
23	Singapore	129.0
24	Mexico	127.7
25	Hungary	119.0
26	Turkey	117.3
27	Norway	115.0
28	Poland	113.0
29	Czech Republic	109.3
30	Thailand	106.0
31	India	100.7
32	Malaysia	100.0
33	Taiwan, China	95.0
34	Ireland	92.0
35	South Africa	87.3
36	Chile	75.7
37	Hong Kong SAR	71.7
38	Colombia	62.0
39	Russian Federation	50.0
39	Slovenia	50.0
41	Croatia	46.7
42	Uruguay	42.3
43	Indonesia	41.0
44	Estonia	39.7
45	Peru	38.0
46	New Zealand	35.7
47	Philippines	35.3
48	Romania	35.0
49	United Arab Emirates	33.0
50	Lithuania	32.3
51	Egypt	30.0
52	Vietnam	29.7
53	Iceland	26.7
54	Ecuador	26.0
55	Latvia	24.7
56	Morocco	24.0
57	Bulgaria	22.3
57	Serbia	22.3
59	Cyprus	20.3
60	Malta	20.0
61	Slovak Republic	19.3
62	Costa Rica	19.0
62	Venezuela	19.0
64	Panama	18.3
65	Israel	17.3
66	Kenya	16.7
67	Tunisia	15.0
68	Dominican Republic	14.3
69	Puerto Rico	13.3
69	Tanzania	13.3

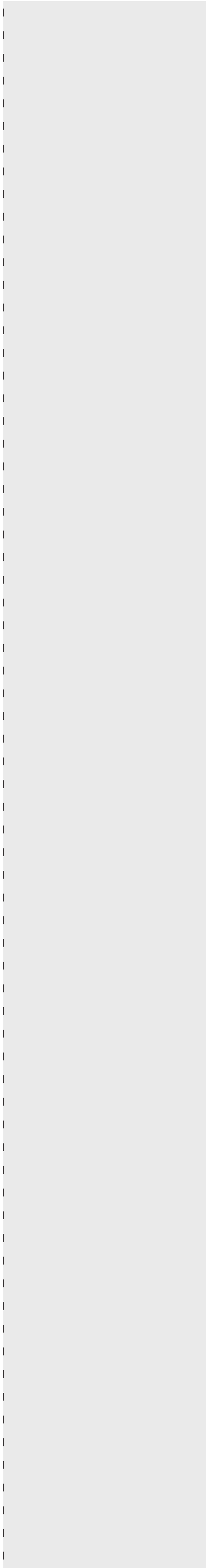
RANK	COUNTRY/ECONOMY	SCORE
71	Ghana	12.7
71	Guatemala	12.7
73	Luxembourg	12.0
74	Nigeria	11.7
74	Paraguay	11.7
76	Ukraine	11.0
77	Bolivia	9.3
77	Senegal	9.3
77	Sri Lanka	9.3
80	Uganda	8.3
81	El Salvador	7.7
82	Ethiopia	7.0
83	Honduras	6.0
83	Iran, Islamic Rep.	6.0
85	Cameroon	5.7
85	Qatar	5.7
87	Burkina Faso	5.3
88	Mozambique	5.0
88	Pakistan	5.0
90	Bosnia and Herzegovina	4.7
90	Jordan	4.7
92	Rwanda	4.3
92	Trinidad and Tobago	4.3
94	Algeria	4.0
95	Bahrain	3.7
95	Barbados	3.7
95	Macedonia, FYR	3.7
95	Nepal	3.7
99	Bangladesh	3.3
99	Cambodia	3.3
99	Jamaica	3.3
99	Kazakhstan	3.3
99	Zambia	3.3
104	Brunei Darussalam	3.0
104	Mongolia	3.0
106	Angola	2.7
106	Botswana	2.7
106	Kuwait	2.7
106	Mauritius	2.7
106	Nicaragua	2.7
106	Oman	2.7
112	Lebanon	2.3
112	Namibia	2.3
114	Azerbaijan	2.0
114	Benin	2.0
114	Côte d'Ivoire	2.0
114	Georgia	2.0
114	Malawi	2.0
114	Mali	2.0
120	Albania	1.7
120	Armenia	1.7
122	Gambia, The	1.3
122	Montenegro	1.3
122	Swaziland	1.3
125	Guyana	1.0
125	Libya	1.0
125	Moldova	1.0
125	Syria	1.0
129	Lesotho	0.7
129	Saudi Arabia	0.7
129	Zimbabwe	0.7
132	Burundi	0.3
132	Cape Verde	0.3
132	Tajikistan	0.3
135	Madagascar	0.0
135	Mauritania	0.0
n/a	Chad	n/a
n/a	Kyrgyz Republic	n/a
n/a	Timor-Leste	n/a

SOURCE: International Congress and Convention Association

14.04 Creative industries exports

Exports of creative industries products as a share of world total in such exports | 2008

RANK	COUNTRY/ECONOMY	SCORE
1	China	20.8
2	United States	8.6
3	Germany	8.5
4	Hong Kong SAR	8.2
5	Italy	6.8
6	United Kingdom	4.9
7	France	4.2
8	Netherlands	2.6
9	Switzerland	2.4
10	India	2.3
11	Belgium	2.3
12	Canada	2.3
13	Japan	1.7
14	Austria	1.6
15	Spain	1.5
16	Turkey	1.3
17	Poland	1.3
18	Mexico	1.3
19	Thailand	1.2
20	Singapore	1.2
21	Sweden	1.2
22	Czech Republic	1.2
23	United Arab Emirates	1.2
24	Denmark	1.1
25	Korea, Rep.	1.0
26	Malaysia	0.9
27	Taiwan, China	0.8
28	Vietnam	0.8
29	Indonesia[3]	0.7
30	Ireland	0.5
31	Russian Federation	0.4
32	Romania	0.4
33	Pakistan	0.3
34	Slovak Republic	0.3
35	Portugal	0.3
36	Brazil	0.3
37	Finland	0.3
38	Hungary	0.3
39	Iran, Islamic Rep.[3]	0.3
40	Australia	0.3
41	Slovenia	0.2
42	Greece	0.2
43	Lithuania	0.2
44	Colombia	0.2
45	Egypt	0.2
46	Israel	0.1
47	Philippines	0.1
48	Saudi Arabia[4]	0.1
49	Ukraine	0.1
50	Dominican Republic	0.1
51	Norway	0.1
52	Croatia	0.1
53	South Africa	0.1
54	Estonia	0.1
55	Bulgaria	0.1
56	Luxembourg	0.1
57	Argentina	0.1
58	Lebanon	0.1
59	New Zealand	0.1
60	Syria[4]	0.1
61	Peru	0.1
62	Tunisia	0.1
63	Latvia	0.1
64	Chile	0.1
65	Morocco	0.1
66	Jordan	0.0
67	Bangladesh[4]	0.0
68	Nigeria	0.0
69	Sri Lanka	0.0
70	Nepal[1]	0.0
71	Malta	0.0
72	Bosnia and Herzegovina	0.0
73	Costa Rica	0.0
74	Guatemala	0.0
75	El Salvador	0.0
76	Bolivia	0.0
77	Mauritius	0.0
78	Moldova[3]	0.0
79	Tanzania	0.0
80	Zimbabwe	0.0
81	Kuwait[4]	0.0
82	Kenya	0.0
83	Uruguay	0.0
84	Madagascar	0.0
85	Ecuador	0.0
86	Macedonia, FYR[3]	0.0
87	Oman	0.0
88	Bahrain[4]	0.0
89	Namibia	0.0
90	Albania	0.0
91	Cyprus	0.0
92	Armenia	0.0
93	Barbados	0.0
94	Honduras[4]	0.0
95	Paraguay	0.0
96	Trinidad and Tobago	0.0
97	Venezuela	0.0
98	Qatar	0.0
99	Côte d'Ivoire	0.0
100	Cambodia	0.0
101	Kazakhstan	0.0
102	Nicaragua	0.0
103	Azerbaijan	0.0
104	Uganda	0.0
105	Senegal	0.0
106	Malawi	0.0
107	Panama	0.0
108	Mongolia[4]	0.0
109	Kyrgyz Republic[4]	0.0
110	Iceland	0.0
111	Georgia	0.0
112	Mozambique	0.0
113	Ethiopia	0.0
114	Burkina Faso[2]	0.0
115	Jamaica	0.0
116	Ghana	0.0
117	Algeria	0.0
118	Zambia	0.0
119	Rwanda	0.0
120	Guyana	0.0
121	Mali	0.0
122	Cameroon[3]	0.0
123	Timor-Leste[2]	0.0
124	Benin[3]	0.0
125	Cape Verde[4]	0.0
126	Gambia, The[2]	0.0
127	Burundi	0.0
128	Botswana[1]	0.0
128	Brunei Darussalam[3]	0.0
128	Mauritania[3]	0.0
n/a	Angola	n/a
n/a	Chad	n/a
n/a	Lesotho	n/a
n/a	Libya	n/a
n/a	Montenegro	n/a
n/a	Puerto Rico	n/a
n/a	Serbia	n/a
n/a	Swaziland	n/a
n/a	Tajikistan	n/a



SOURCE: UNCTAD, *Creative COUNTRY/ECONOMY Report 2010*

[1] 2003 [2] 2005 [3] 2006 [4] 2007

Technical Notes and Sources

The data used in this *Report* represent the best available estimates from various national authorities, international agencies, and private sources at the time the *Report* was prepared. It is possible that some data will have been revised or updated by national sources after publication. Throughout the statistical tables in this publication, "n/a" denotes that the value is not available, or that available data are unreasonably outdated or do not come from a reliable source.

The following notes provide sources for the indicators listed in the Data Tables that do not come from the Executive Opinion Survey.

Pillar 1: Policy rules and regulations

1.04 Visa requirements

Number of countries whose citizens are exempt from obtaining a visa (= 1) or able to obtain one upon arrival (= 0.5) out of all UN countries | 2010

This variable is based on visitor visa requirements of all UN countries. The score refers to the percentage of UN countries whose citizens require a visa to enter each country. In compiling the data, each country that requires no visa at all receives a "1" and each country for which it is possible to obtain a visa upon arrival receives "0.5". Those countries for which a visa is required prior to departure would receive a "0." The sum across all UN countries produces the final score shown in the table.

Source: United Nations World Tourism Organization

1.05 Openness of bilateral Air Service Agreements

Index measuring the average openness of all bilateral Air Service Agreements | 2005

This index measures the average openness of all bilateral Air Service Agreements (ASAs) concluded by International Civil Aviation Organization (ICAO) signatories as registered in ICAO's *World's Air Services Agreements* (WASA) database (2005 update), weighted by bilateral scheduled passenger traffic taking place under each ASA. Regulatory data come from ICAO's WASA database (2005) and traffic data were obtained from IATA.

Source: World Trade Organization

1.07 Time required to start a business

Number of days required to start a business | 2010

According to the World Bank, this variable measures the median duration that incorporation lawyers indicate is necessary to complete a procedure with minimum follow-up with government agencies and no extra payments.

Source: The World Bank, *Doing Business 2010*

1.08 Cost to start a business

Cost to start a business as a percentage of GNI per capita | 2010

According to the World Bank, this variable measures all official fees and fees for legal or professional services if such services are required by law.

Source: The World Bank, *Doing Business 2010*

1.09 GATS commitments restrictiveness index of T&T services

GATS commitments restrictiveness index of T&T services | 2006–09

This indicator measures the extent of GATS commitments for tourism/travel services subsectors as classified by GATS and in the four modes of GATS (0–100 range, where the most liberal countries can potentially score as high as 100).

Source: World Trade Organization

Pillar 2: Environmental sustainability

2.04 Carbon dioxide emissions

Carbon dioxide emissions per capita in metric tons | 2007

According to the World Bank, *carbon dioxide emissions* are those emanating from the burning of fossil fuels and the manufacture of cement. They include carbon dioxide produced during the consumption of solid, liquid, and gas fuels and gas flaring.

Source: The World Bank, *World Development Indicators 2010*

2.05 Particulate matter concentration

Urban population–weighted PM_{10} micrograms per cubic meter | 2006

According to the World Bank, *particulate matter concentrations* refer to fine suspended particulates less than 10 microns in diameter (PM_{10}) that are able to penetrate deep into the respiratory tract and cause significant health damage. Data for countries are urban population–weighted PM_{10} levels in residential areas of cities with more than 100,000 residents. The estimates represent the average annual exposure level of the average urban resident to outdoor particulate matter.

Source: The World Bank, *World Development Indicators 2010*

2.06 Threatened species

Threatened species as a percentage of total species (mammals, birds, amphibians) | 2010

This variable measures the total number of Critically Endangered, Endangered, Vulnerable species as a percentage of total known species for mammals, birds, and amphibians.

Source: The International Union for Conservation of Nature (IUCN), Red List of Threatened Species 2010

2.07 Environmental treaty ratification

Total number of ratified environmental treaties | 2010

This variable measures the total number of ratified international environmental treaties from a set of 25 for which a state is a participant. A state becomes a "participant" by Ratification, Formal confirmation, Accession, Acceptance, Definitive signature, Approval, Simplified procedure, Consent to be bound, Succession, and Provisional application (which are here grouped under the term *ratification* for reasons of convenience). The treaties included are: the International Convention for the Regulation of Whaling, 1948 Washington; the International Convention for the Prevention of Pollution of the Sea by Oil, 1954, as amended in 1962 and 1969, 1954 London; the Convention on Wetlands of International Importance especially as Waterfowl Habitat, 1971 Ramsar; the Convention Concerning the Protection of the World Cultural and Natural Heritage,1972 Paris; the Convention on the Prevention of Marine Pollution by Dumping of Wastes and Other Matter, 1972 London, Mexico City, Moscow, Washington; the Convention on International Trade in Endangered Species of Wild Fauna and Flora, 1973 Washington; the International Convention for the Prevention of Pollution from Ships (MARPOL) as modified by the Protocol of 1978, 1978 London; the Convention on the Conservation of Migratory Species of Wild Animals, 1979 Bonn; the United Nations Convention on the Law of the Sea, 1982 Montego Bay; the Convention on the Protection of the Ozone Layer, 1985 Vienna; the Protocol on Substances that Deplete the Ozone Layer, 1987 Montreal; the Convention on the Control of Transboundary Movements of Hazardous Wastes and their Disposal, 1989 Basel; the International Convention on Oil Pollution Preparedness, Response and Co-operation, 1990 London; the United Nations Framework Convention on Climate Change, 1992 New York; the Convention on Biological Diversity, 1992 Rio de Janeiro; the International Convention to Combat Desertification in Those Countries Experiencing Serious Drought and/or Desertification, particularly Africa, 1994 Paris; the Agreement relating to the Implementation of Part XI of the United Nations Convention on the Law of the Sea of 10 December 1982, 1994 New York; the Agreement relating to the Provisions of the United Nations Convention on the Lay of the Sea relating to the Conservation and Management of Straddling Fish Stocks and Highly Migratory Fish Stocks, 1995 New York; the Kyoto Protocol to the United Nations Framework Convention on the Climate Change, Kyoto 1997; the Rotterdam Convention on the Prior Informed Consent Procedure for Certain Hazardous Chemicals and Pesticides in International Trade, 1998 Rotterdam; the Cartagena Protocol of Biosafety to the Convention on Biological Diversity, 2000 Montreal; the Protocol on Preparedness, Response and Cooperation to Pollution Incidents by Hazardous and Noxious Substances, 2000 London; the Stockholm Convention on Persistent Organic Pollutants, 2001 Stockholm; the International Treaty on Plant Genetic Resources for Food and Agriculture, 2001 Rome; the International Tropical Timber Agreement 206, 1994 Geneva

Source: The International Union for Conservation of Nature (IUCN) Environmental Law Centre *ELIS Treaty Database*

Pillar 3: Safety and security

3.04 Road traffic accidents

Estimated deaths due to road traffic accidents per 100,000 population | 2007

This indicator provides the estimated number deaths per 100,000 population due to road traffic accidents.

Source: World Health Organization, *World Health Statistics 2010*

Pillar 4: Health and hygiene

4.01 Physician density

Physician density per 1,000 people | 2007

This variable measures the number of physicians per 1,000 people in the country. The World Bank defines *physicians* as graduates of any faculty of medicine who are working in the country in any medical field (practice, teaching, research).

Sources: World Health Organization, *World Health Statistics 2010*; The World Bank, *World Development Indicators 2010*; national sources

4.02 Access to improved sanitation

Access to adequate sanitation as a percentage of total population | 2008

This variable refers to the percentage of the population with at least adequate access to excreta disposal facilities that can effectively prevent human, animal, and insect contact with excreta. Improved facilities range from simple but protected pit latrines to flush toilets with a sewerage connection. To be effective, facilities must be correctly constructed and properly maintained.

Source: World Health Organization, *World Health Statistics* 2010

4.03 Access to improved drinking water

Access to safe drinking water as a percentage of total population | 2008

This variable refers to the percentage of the population with reasonable access to an adequate amount of water from an improved source, such as a household connection, public standpipe, borehole, protected well or spring, or rainwater collection. Unimproved sources include vendors, tanker trucks, and unprotected wells and springs. *Reasonable access* is defined as the availability of at least 20 liters per person per day from a source within 1 kilometer of the dwelling.

Source: World Health Organization, *World Health Statistics 2010*

4.04 Hospital beds

Hospital beds per 10,000 population | 2007

This indicator provides the number of hospital beds per 10,000 population.

Sources: World Health Organization, *World Health Statistics 2010*; national sources

Pillar 5: Prioritization of Travel & Tourism

5.02 T&T government expenditure

T&T government expenditure as a percentage of total budget | 2009

This measure includes expenditures (transfers or subsidies) made by government agencies to provide T&T services such as cultural (e.g., art museums), recreational (e.g., national parks), clearance (e.g., immigration/customs), and so on to visitors.

Source: World Travel & Tourism Council, Tourism Satellite Accounting Research 2010

5.04 Comprehensiveness of annual T&T data

Comprehensiveness of annual T&T data | 2005–08

This indicator shows how many of the yearly data provided by national administrations, on 17 different concepts from the *UNWTO Compendium of Tourism Statistics,* are available. It covers the 2005 through 2008 period. The scores range from a minimum of 0 to a maximum of 68, where 68 can be obtained by a country providing data for all the 17 concepts in all of the four years taken into consideration.

Source: United Nations World Tourism Organization

5.05 Timeliness of providing monthly/quarterly T&T data

Timeliness of providing monthly/quarterly T&T data | October 2009–September 2010

This variable shows the availability of two key T&T indicators (international arrivals and receipts) on a monthly or quarterly basis, covering the period from October 2009 to September 2010. The UNWTO has calculated the score of each country based on the data included in the October 2010 issue of the *UNWTO World Tourism Barometer* by adding the number of months for which data on the international arrivals are available to the number of months for which data on international receipts are available. Half weight has been applied to the lower of the two scores, so the scores range from a minimum of 0 to a maximum of 18 (the maximum number of period counts a country can get is 12 for one measure and 6 for the other).

Source: United Nations World Tourism Organization

Pillar 6: Air transport infrastructures

6.02 Available seat kilometers, domestic

Scheduled available domestic seat kilometers per week originating in country (in millions) | January and July 2010 average

This variable measures an airline's passenger-carrying capacity; it is composed of the number of seats available on each domestic flight multiplied by the flight distance in kilometers. The resulting variable is an average of the total for all scheduled flights in a week during January 2010 (winter schedule) and July 2010 (winter schedule).

Sources: International Air Transport Association, SRS Analyser; national sources

6.03 Available seat kilometers, international

Scheduled available international seat kilometers per week originating in country (in millions) | January and July 2010 average

This variable measures an airline's passenger-carrying capacity; it is composed of the number of seats available on each international flight multiplied by the flight distance in kilometers. The resulting variable is an average of the total for all scheduled flights in a week during January 2010 (winter schedule) and July 2010 (winter schedule).

Sources: International Air Transport Association, SRS Analyser; national sources

6.04 Departures per 1,000 population

Number of departures per 1,000 population | 2008

Aircraft departures are the number of domestic and international take-offs of air carriers registered in the country.

Sources: Booz & Company; national sources

6.05 Airport density

Number of airports per million population | 2010

Number of airports with at least one scheduled flight per million population.

Sources: International Air Transport Association, SRS Analyser; national sources

6.06 Number of operating airlines

Number of airlines with scheduled flights originating in country | 2010

Number of airlines with scheduled flights originating in country.

Source: International Air Transport Association, SRS Analyser

Pillar 7: Ground transport infrastructure

7.05 Road density

Kilometers of road per 100 square kilometers of land | 2007

Kilometers of road per 100 square kilometers of land.

Source: The World Bank, *World Development Indicators 2010*

Pillar 8: Tourism infrastructure

8.01 Hotel rooms

Number of hotel rooms per 100 population | 2009

Number of hotel rooms per 100 population.

Source: United Nations World Tourism Organization

8.02 Presence of major car rental companies

Index of presence of major car rental companies | 2010

This variable measures the presence of seven major car rental companies: Avis, Budget, Europcar, Hertz, National Car Rental, Sixt, and Thrifty.

Sources: Individual rental car websites

8.03 ATMs accepting Visa cards

Number of automated teller machines (ATMs) accepting Visa credit cards per million population | 2010

Source: Visa

Pillar 9: ICT infrastructure

9.02 Internet users

Internet users per 100 population | 2009

Internet users are people with access to the worldwide network.

Source: International Telecommunication Union, *World Telecommunication Indicators 2010*

9.03 Telephone lines

Telephone lines per 100 population | 2009

A *main telephone line* is a telephone line connecting the subscriber's terminal equipment to the public switched telephone network and that has a dedicated port in the telephone exchange equipment.

Source: International Telecommunication Union, *World Telecommunication Indicators 2010*

9.04 Broadband Internet subscribers

Broadband Internet subscribers per 100 population | 2009

The International Telecommunication Union considers broadband to be any dedicated connection to the Internet of 256 kilobits per second or faster, in both directions. *Broadband subscribers* refers to the sum of DSL, cable modem, and other broadband (for example, fiber optic, fixed wireless, apartment LANs, satellite connections) subscribers.

Source: International Telecommunication Union, *World Telecommunication Indicators 2010*

9.05 Mobile telephone subscribers

Mobile telephone subscribers per 100 population | 2009

The term *subscribers* refers to users of mobile telephones subscribing to an automatic public mobile telephone service that provides access to the public switched telephone network using cellular technology. This can include analogue and digital cellular systems but should not include non-cellular systems. Subscribers to fixed wireless, public mobile data services, or radio paging services are not included.

Source: International Telecommunication Union, *World Telecommunication Indicators 2010*

Pillar 10: Price competitiveness in the T&T industry

10.01 Ticket taxes and airport charges

Index of relative cost of access (ticket taxes and airport charges) to international air transport services | [0 = highest cost, 100 = lowest cost] | 2010

This index measures the relative cost of access to international air transport services based on the level of airport charges, passenger ticket taxes, and value-added taxation. It reflects the costs associated with a narrow-body and a wide-body passenger plane arrival and departure at the major international airports in each country. Charges include landing, terminal navigation, and passenger and security charges as listed in the IATA Airport and Air Navigation Charges manual. Ticket taxes applicable to international travel were applied as described in the IATA List of Ticket and Airport Taxes and Fees manual. Per-passenger charges were calculated by applying a 75 percent load factor to a typical seating configuration for each type of aircraft. Value-added taxes (VATs) were calculated based on an average ticket price for each country, applied to half of the departing passengers, because the VAT is normally charged only on itineraries originating in the country concerned. A higher score indicates a lower level of charges and taxes.

Source: International Air Transport Association, SRS Analyser

10.02 Purchasing power parity

Ratio of purchasing power parity (PPP) conversion factor to official exchange rate | 2009

The World Bank defines the *purchasing power parity (PPP) conversion factor* as the number of units of a country's currency required to buy the same amount of goods and services in the domestic market as a US dollar would buy in the United States. *Official exchange rate* refers to the exchange rate determined by national authorities or to the rate determined in the legally sanctioned exchange market. It is calculated as an annual average based on monthly averages (local currency units relative to the US dollar). The variable shown is the PPP conversion factor to market exchange rate ratio as reported by the World Bank's *World Development Indicators* database. For those countries for which data were not available from this source, the ratio was recalculated by dividing the PPP conversion factor by the official exchange rate obtained from the International Monetary Fund.

Sources: The World Bank, *World Development Indicators 2010*; International Monetary Fund, *International Financial Statistics* (November 2010); authors' calculations

10.04 Fuel price levels

Retail diesel fuel prices (US cents per liter) | 2008

According to the World Bank, this variable refers to the pump prices of the most widely sold grade of diesel fuel.

Source: The World Bank, *World Development Indicators 2010*

10.05 Hotel price index

Average room rates calculated for first-class branded hotels for calendar year, in US dollars | 2009

This index measures the average price, in US dollars, of first-class hotel accommodation in each country. The index is calculated by using the average room rate achieved by first-class hotels in each country over a 12-month period from January through December 2009, to mitigate the impact of any seasonality fluctuations.

Source: Deloitte

Pillar 11: Human resources

11.01 Primary education enrollment

Net primary education enrollment rate | 2008

According to the World Bank, this corresponds to the ratio of children of official school age (as defined by national educational system) who are enrolled in school to the population of the corresponding official school age. Primary education provides children with basic reading, writing, and mathematics skills along with an elementary understanding of such subjects as history, geography, natural science, social science, art, and music.

Sources: UNESCO, Institute for Statistics (2010); national sources

11.02 Secondary education enrollment

Gross secondary education enrollment rate | 2009

According to the World Bank, the gross secondary enrollment rate is the ratio of total enrollment, regardless of age, to the population of the age group that officially corresponds to the secondary education level. Secondary education completes the provision of basic education that began at the primary level, and aims at laying the foundations for lifelong learning and human development, by offering more subject- and skill-oriented instruction using more specialized teachers.

Sources: UNESCO, Institute for Statistics (2010); national sources

11.08 HIV prevalence

HIV prevalence as a percentage of adults aged 15–49 years | 2009

Source: UNAIDS, *2010 Report on the Global AIDS Epidemic*

11.10 Life expectancy

Life expectancy at birth (years) | 2008

Sources: World Health Organization, *World Health Statistics 2010*, national sources

Pillar 12: Affinity for Travel & Tourism

12.01 Tourism openness

Tourism expenditure and receipts as a percentage of GDP | 2009

This variable is the ratio of the sum of international tourism expenditures and receipts to GDP. *International tourism expenditures* are expenditures of international outbound visitors in other countries, including payments to foreign carriers for international transport. *International tourism receipts* are expenditures of international inbound visitors in other countries, including payments to foreign carriers for international transport.

Source: United Nations World Tourism Organization

Pillar 13: Natural resources

13.01 Number of World Heritage natural sites

Number of World Heritage natural sites in the country | 2010

Source: UNESCO, World Heritage Centre (November 2010)

13.02 Protected areas

Protected areas as a percentage of total land area | 2010

According to the IUCN, a *protected area* is an area of land and/or sea especially dedicated to the protection and maintenance of biological diversity, and of natural and associated cultural resources, and managed through legal or other effective means.

Source: The International Union for Conservation of Nature (IUCN) and UNEP World Conservation Monitoring Centre *World Database on Protected Areas*

13.04 Total known species

Total known species (mammals, birds, amphibians) in the country | 2010

This variable measures the total known species of mammals, birds, and amphibians.

Source: The International Union for Conservation of Nature (IUCN), Red List of Threatened Species 2010

Pillar 14: Cultural resources

14.01 Number of World Heritage cultural sites

Number of World Heritage cultural sites and Oral & Intangible Heritage | 2010

Source: UNESCO, World Heritage Centre; UNESCO, Intangible Cultural Heritage (November 2010)

14.02 Sports stadiums

Sports stadium capacity per million population | 2010

This variable is calculated as the ratio of total seats for all major sports stadiums in the country to the total population (in millions).

Source: Booz & Company

14.03 Number of international fairs and exhibitions

Number of international fairs and exhibitions held in the country annually | 2007–09 average

This variable measures the average number of international fairs and exhibitions held annually in each country between 2007 and 2009. Data on international fairs and exhibitions were obtained from the International Congress and Convention Association (ICCA), which includes meetings organized by international associations attended by at least 50 participants that take place on a regular basis (one-time events are not included) and rotate among a minimum of three countries.

Source: International Congress and Convention Association

14.04 Creative industries exports

Exports of creative industries products as a share of world total in such exports | 2008

This variable measures the share of the world's total exports of the following Creative Industries products: art crafts such as carpets, celebration articles, paperware, wickerware, yarn, other; films; architecture, fashion, glassware, jewellery; music; books, newspapers and other; antiques, paintings, photography, sculpture and other. Data were obtained from the Creative Industries database and HS 2002 codes were used.

Source: UNCTAD, *Creative Economy Report 2010*

About the Authors

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Selim Ach is Economic Modeler at the International Air Transport Association (IATA). He is in charge of managing and analyzing air transport economic data and contributes to the writing of several economic publications of the Association. Before joining IATA, Mr Ach worked for six years as a consultant within the air transport industry and participated in a number of European projects for Airbus, Eurocontrol, and the French civil aviation research center of air navigation. He was involved in several economic and statistical analyses as well as in operational studies in the field of air transport infrastructure, more specifically in air traffic management and air traffic control. Mr Ach obtained a BSc in Econometrics and a Master in Air Transportation Economics from the University of Toulouse and the French school of civil aviation (ENAC), France.

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Jennifer Blanke is Director, Lead Economist, and Head of the Centre for Global Competitiveness and Performance at the World Economic Forum. Since joining the team in 2002, she has written and lectured extensively on issues related to national competitiveness and has edited a number of competitiveness reports, with a particular regional focus on Western Europe and sub-Saharan Africa. From 1998 to 2002, she was Senior Programme Manager responsible for developing the business, management, and technology section of the World Economic Forum's Annual Meeting in Davos. Before joining the Forum, Dr Blanke worked for a number of years as a management consultant for Eurogroup, Mazars Group in Paris, France, where she specialized in banking and financial market organization. Dr Blanke obtained a BA in International Relations from Hamilton College, a Master in International Affairs from Columbia University, and an MA and a PhD in International Economics from the Graduate Institute of International Studies (Geneva).

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Nancy Cockerell is Adviser Policy & Research for the World Travel & Tourism Council (WTTC), a role she assumed in 2008 after working on ad hoc basis for WTTC from its launch 20 years ago. Her responsibilities have included advising the President and Chief Operating Officer on responsive strategies to key travel trends and policy developments and managing the relationship with WTTC's research partner, Oxford Economics, as well as conducting market studies and providing policy recommendations for governments. Ms Cockerell has more than 35 years of experience working in the Travel & Tourism industry, based in different countries of Europe and Asia—primarily in the fields of customized research and the media, for example, she spent 14 years with the Economic Intelligence Unit. She established The Travel Business Partnership (TBP) in the 1990s, a Switzerland-based network of consultants specializing in the Travel & Tourism economy, and has also worked through TBP for the private and public sectors, including a number of international organizations and associations involved in tourism such as the World Tourism Organization (UNWTO), the Organisation for Economic Co-operation and Development (OECD), the European Travel Commission (ETC), and the Pacific Asia Travel Association (PATA).

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Valeria Croce is an External Collaborator at the World Tourism Organization (UNWTO) in the Tourism Trends and Marketing Strategies Programme. With the team, she works on the preparation of studies and reports, among which are the UNWTO *World Tourism Barometer, Tourism Highlights,* and studies carried out in collaboration with the European Travel Commission's Market Intelligence Group. Before joining UNWTO, Ms Croce was a researcher and lecturer at MODUL University Vienna (Austria) in the fields of economics and statistics applied to tourism. She also collaborated on various research projects, including the *European Cities Marketing Report,* and on the development of TourMIS, an online system for the management of tourism statistics and market information. Previously, Ms Croce worked as Project Manager at the Institute of Economic Research of the University of Lugano (Switzerland) and as Senior Market Researcher for private companies in Italy. She is a PhD candidate in Social Sciences at the Vienna University of Economics and Business Administration. She obtained a Master of Arts in Economics and Communication with a Major in International Tourism (University of Lugano, Switzerland), and a degree in Political Sciences with a Major in Economics (University of Pavia, Italy).

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David Goodger

David Goodger is Director at Tourism Economics, an Oxford Economics company, focusing on economic analysis of the Travel & Tourism industry. He has been instrumental in developing the group's global model of tourism flows and spending, which covers 185 origins and destinations, and he continues to manage regular forecast updates. He also maintains an active role in new product development and consultancy work. Ongoing work involves analysis of the return on investment in business travel; model development to aid destinations in marketing allocations; and analysis and modeling of market size at the city level. Since joining Oxford Economics in 2000, David Goodger has been involved in a wide range of forecasting and modeling activities. He has been part of the firm's macroeconomic forecasting team, examining both developed and emerging Europe. He has also worked with the industrial forecasting team contributing to both regular reports and specific client studies; and has played an active role within the consultancy division, with an emphasis on the energy sector and analysis of carbon abatement policies. Mr Goodger has also assisted in the development of forecasting and simulation models for detailed regions and subregions of the United Kingdom. He was educated at the University of Bristol, England, where he gained a first-class degree in Economics with Statistics; and at the London School of Economics and Political Science, England, where he graduated with an MSc in Econometrics and Mathematical Economics.

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The World Economic Forum would like to thank the following organizations for their invaluable support of this *Report*.

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A world-leading manufacturer of innovative transportation solutions, from commercial aircraft and business jets to rail transportation equipment, systems and services, Bombardier Inc. is a global corporation headquartered in Canada. Its revenues for the fiscal year ended Jan. 31, 2010, were $19.4 billion, and its shares are traded on the Toronto Stock Exchange (BBD). Bombardier is listed as an index component to the Dow Jones Sustainability World and North America indexes. News and information are available at www.bombardier.com.

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Deloitte.

Deloitte is one of the world's leading professional services organisations with more than 150,000 people in over 150 countries worldwide. Our member firms serve over half of the world's largest companies, as well as large national enterprises, public institutions, and successful, fast-growing global growth companies.

We have assembled a dedicated team to serve the Tourism, Hospitality and Leisure sector across the globe, providing a range of integrated services including Audit, Tax, Consulting and Corporate Finance. Deloitte is recognised as one of the leading advisors to the Tourism, Hospitality and Leisure industry, with unrivalled knowledge of both the industry and the business issues facing individual clients.

We act for owners, operators, developers and investors, and our global network of local offices and strong presence in emerging markets provides our clients with exceptional analysis and a unique perspective of the hospitality market during these challenging times. We provide an outstanding service with a focus on creating value for our clients, enabling them to make informed decisions to maximise their opportunities.

Deloitte works closely with STR Global. STR Global tracks performance from more than 40,000 hotels around the globe. We offer a complete suite of hotel benchmarking reports, sending vital market results to thousands of hotels, operators, banks, developers, consultants and media outlets.

الاتحاد ETIHAD AIRWAYS

Etihad Airways, the national airline of the United Arab Emirates, based in its capital, Abu Dhabi, made its first commercial flight in November 2003. Since then, the airline has grown faster than any other in commercial aviation history, currently serving 67 destinations in Africa, Asia, Australia, Europe, the Middle East and North America with a young and environmentally-efficient fleet of 57 aircraft.

Etihad offers the highest standards of service and comfort on the ground and in the air with world-class cuisine, award-winning flat-beds in its premium cabins and the widest seats in economy, as well as more than 600 hours of on-demand in-flight entertainment.

Its product and service portfolio has earned global acknowledgement and numerous awards including recognition as the world's leading airline at the World Travel Awards for two consecutive years.

Aligned with the Emirate of Abu Dhabi's 2030 Plan, the airline plays a definitive role in the economic development of the emirate, in 2010, contributing USD 5.5 billion to its non-oil GDP and helping to generate and support a total of 93,200 jobs across the UAE.

Etihad Airways has set its sights on flying 25 million passengers a year to at least 100 destinations by 2020.

طيران الخليج Gulf Air

Founded in 1950, Gulf Air is the proud national carrier of the Kingdom of Bahrain. As a pioneering airline in the Middle East region with sixty years of experience and expertise in flying people across continents, Gulf Air is today one of the most powerful brands and a name to reckon with in the global aviation industry.

One of the prime objectives of Gulf Air is to connect Bahrain to the Middle East countries and the rest of the world. As such the airline currently operates the largest network in the Middle East with non-stop flights while providing seamless onward connections to other international destinations.

The airline's current network stretches from Europe to Asia, connecting 47 cities in 30 countries, with a fleet of 34 aircraft.

Hertz is the largest general use car rental brand in the world, and the number one airport car rental brand in the US and at 81 major airports in Europe. It operates both corporate and licensee locations in cities and airports in North America, Europe, Latin America, Australia and New Zealand. The company also has licensee locations in cities and airports in Africa and the Middle East. In addition, Connect by Hertz, the Company's global car sharing program, has more than 200 locations worldwide including University campuses and corporate offices throughout North America, Berlin, London, Madrid, Melbourne, and Paris. Hertz also operates one of the world's largest equipment rental businesses, Hertz Equipment Rental Corporation, available in 320 branches in the United States, Canada, China, France, Spain, and Italy. Hertz Global Holdings also owns Advantage Rent a Car, the Company's value leisure brand, which operates in 38 locations in the United States, with additional locations in Italy, Spain, and provides service throughout Latin America.

The International Air Transport Association (IATA), founded in April 1945, is the prime vehicle for inter-airline cooperation in promoting safe, reliable, secure, and economical air services. Today IATA represents 230 airlines comprising 93 percent of international scheduled air traffic.

IUCN, International Union for Conservation of Nature, helps the world find pragmatic solutions to our most pressing environment and development challenges.

IUCN works on biodiversity, climate change, energy, human livelihoods and greening the world economy by supporting scientific research, managing field projects all over the world, and bringing governments, NGOs, the UN and companies together to develop policy, laws and best practice.

IUCN is the world's oldest and largest global environmental organization, with more than 1,000 government and NGO members and almost 11,000 volunteer experts in some 160 countries. IUCN's work is supported by over 1,000 staff in 60 offices and hundreds of partners in public, NGO and private sectors around the world.

Jet Airways is India's premier international airline.

One of the fastest growing airlines in the world, it currently flies to 47 domestic and 24 international destinations across North America, Europe, Asia, Africa and the Gulf.

Jet Airways' current fleet of 97 state-of-the-art wide and narrow bodied aircraft is also one of the youngest in the world, and includes 10 Boeing 777-300 ER aircraft, 12 Airbus 330-200 aircraft, 55 next-generation Boeing 737-700/800/900 aircraft and 20 modern ATR 72-500 turboprop aircraft.

Jumeirah Hotels & Resorts are regarded as among the most luxurious and innovative in the world and have won numerous international travel and tourism awards. The company was founded in 1997 with the aim to become a hospitality industry leader through establishing a world class portfolio of luxury hotels and resorts.

Jumeirah's promise of Stay Different™ delivers imaginative and exhilarating experiences in culturally connected environments offering thoughtful and generous service.

In line with this core essence, the individuality of the Jumeirah portfolio is unmistakable, encompassing the world renowned Burj Al Arab, the world's most luxurious hotel and recognised as the symbol of Dubai, the multi-award winning Jumeirah Beach Hotel, Jumeirah Emirates Towers, Madinat Jumeirah and Jumeirah Zabeel Saray in Dubai; the Jumeirah Carlton Tower and Jumeirah Lowndes Hotel in London; and the Jumeirah Essex House in New York.

Building on this success, in 2004 Jumeirah Group became a member of Dubai Holding—a collection of leading Dubai-based businesses and projects—in line with a new phase of growth and development for the Group.

Rolls-Royce, a world-leading provider of power systems and services for use on land, at sea and in the air, has established a strong position in global markets—civil aerospace, defence aerospace, marine and energy.

The Group has a broad customer base comprising more than 600 airlines, 4,000 corporate and utility aircraft and helicopter operators, 160 armed forces, more than 2,000 marine customers, including 70 navies, and energy customers in nearly 120 countries, with an installed base of 54,000 gas turbines.

Rolls-Royce employs 39,000 skilled people in offices, manufacturing and service facilities in 50 countries. The Group has a strong commitment to apprentice and graduate recruitment, and to further developing employee skills.

In 2010, Rolls-Royce invested £923 million on research and development, two thirds of which had the objective of further improving the environmental aspects of its products, in particular the reduction of emissions.

Annual underlying revenues were £11 billion in 2010, of which around half came from services revenues. The firm and announced order book stood at £59.2 billion in 2010, providing visibility of future levels of activity.

Silversea launched its first ship, Silver Cloud, in 1994, followed by Silver Wind in 1995, Silver Shadow in 2000 and Silver Whisper in 2001 and the new flag ship, the Silver Spirit, in December 2009. An exploration vessel, Prince Albert II, joined Silversea in 2007. These elite vessels have been specifically designed for fewer guests, more space and the highest levels of personalized service, delivered by Italian officers and European staff.

Offering a variety of over 150 different itineraries every year, Silversea fleet reaches the world's most desirable and exclusive destinations with the highest number of ports per ship of any luxury cruise line.

SWISS is Switzerland's national airline, operating a fleet of 88 technically advanced aircraft with which it serves 72 destinations in 39 countries around the world from its Zurich hub and Basel and Geneva international airports. As part of the Lufthansa Group and a member of the global Star Alliance, SWISS is committed to its mission of providing quality air services that link Switzerland with Europe and the world. Travelers flying with SWISS should always feel at home. With its core values of personal care, Swiss hospitality and quality in every detail, SWISS will continue to maintain its profile as Switzerland's national airline. In 2010 SWISS was awarded the Gold Travel Star by Switzerland's Travel Inside magazine as Best Network Airline for Short- and Medium-Haul Services and earned a further distinction in the year's Business Traveller Awards by capturing first place for having the Best Business Class to North and South America. SWISS passed the 100-million passengers milestone in 2010.

The World Tourism Organization (UNWTO: www.UNWTO.org), a United Nations specialized agency, is the leading international organization with the decisive and central role in promoting the development of responsible, sustainable and universally accessible tourism. It serves as a global forum for tourism policy issues and a practical source of tourism know-how. Its membership includes 154 countries, 7 territories, 2 permanent observers and over 400 Affiliate Members.

Visa is a global payments technology company that connects consumers, businesses, financial institutions and governments in more than 200 countries and territories to fast, secure and reliable digital currency. Underpinning digital currency is one of the world's most advanced processing networks—VisaNet—that is capable of handling more than 20,000 transaction messages a second, with fraud protection for consumers and guaranteed payment for merchants. Visa is not a bank and does not issue cards, extend credit or set rates and fees for consumers. Visa's innovations, however, enable its financial institution customers to offer consumers more choices: pay now with debit, ahead of time with prepaid or later with credit products. For more information, visit www.corporate.visa.com.

The World Travel & Tourism Council (WTTC) is the global business leaders' forum for Travel & Tourism. Its Members are the Chairs and Chief Executives of around 100 of the world's foremost companies representing all regions of the world and all sectors of the industry. Travel & Tourism is one of the world's largest industries, contributing US$5,834.5 billion to global GDP, 9.3% of the total in 2010. It also supports over 235 million jobs, and these are forecast to increase to just over 303 million by 2020. As the voice of the private sector, WTTC promotes the importance of the industry as a generator of economic growth, encourages public-private partnerships, and persuades governments to adopt policies that will enable the industry to thrive. WTTC's extensive economic research provides public and private sector decision-makers with estimates and forecasts for the direct and total contribution of Travel & Tourism activity. The research identifies Travel & Tourism's share of capital investment, exports, gross domestic product and jobs for 181 countries around the world.

After a difficult period that recast much of the Travel & Tourism (T&T) industry's landscape, the sector is slowly recovering from the economic downturn. In this context, the fourth edition of *The Travel & Tourism Competitiveness Report* is released at a time when the industry is looking forward with cautious optimism and exploring new and innovative ways of ensuring successful development.

Despite its recent difficulties, the T&T sector is widely recognized as a critical sector worldwide and one that provides significant potential for economic growth and development. A growing national T&T sector contributes to employment, raises national income, and can improve a country's balance of payments. The sector is an important driver of growth and prosperity and, particularly within developing countries, it can play a leading role in reducing poverty.

The Travel & Tourism Competitiveness Report 2011 measures and analyzes the drivers of T&T competitiveness in economies around the world. Its main goal is to provide a useful tool for governments and business leaders in overcoming the obstacles to T&T competitiveness, in order to benefit fully from the sector's development. The *Report* includes an analysis of the rankings of the Travel & Tourism Competitiveness Index (TTCI), which aims to measure the factors and policies that make it attractive to develop the T&T sector in 139 industrialized and emerging economies. It also features a variety of essays on key T&T issues by prominent industry thinkers.

This year's *Report,* published under the theme "Beyond the Downturn," reflects the importance of addressing the many complexities that still face the industry and the difficulties that must be overcome to ensure strong sectoral growth going into the future. These are captured by the topics covered in the analytical chapters, which explore issues such as the impact of the recent economic and financial crisis on the tourism industry, the opportunities for increasing the sector's competitiveness, and the important role to be played by Travel & Tourism in the emerging green economy.

The last part of the *Report* contains detailed profiles for the 139 economies covered, together with data tables for each indicator used in the Index's computation.

Written in a non-technical style, the *Report* appeals to a broad audience including policymakers, business leaders, and members of the academic community. As part of the series produced by the World Economic Forum's Centre for Global Competitiveness and Performance, the *Report* also brings together a range of leading experts in the field.

The full version of the *Report* with Country Profiles and Data Tables is available at: www.weforum.org/ttcr

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IMPROVING THE STATE
OF THE WORLD

ISBN-13: 978-92-95044-18-0