

The Travel & Tourism Competitiveness Report 2011

Beyond the Downturn



Jennifer Blanke, World Economic Forum

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Thea Chiesa, World Economic Forum
Editors

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



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Preface

ROBERT GREENHILL

Chief Business Officer, World Economic Forum

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

JENNIFER BLANKE

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.

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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

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

(Cont'd.)

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

Country/Economy	SUBINDEXES								
	OVERALL INDEX			T&T regulatory framework		T&T business environment and infrastructure		T&T human, cultural, and natural resources	
	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

Country/Economy	SUBINDEXES									
	OVERALL INDEX			T&T regulatory framework		T&T business environment and infrastructure		T&T human, cultural, and natural resources		
	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 health 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

Country/Economy	SUBINDEXES									
	OVERALL INDEX			T&T regulatory framework		T&T business environment and infrastructure		T&T human, cultural, and natural resources		
	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

Country/Economy	SUBINDEXES									
	OVERALL INDEX			T&T regulatory framework		T&T business environment and infrastructure		T&T human, cultural, and natural resources		
	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

Country/Economy	SUBINDEXES								
	OVERALL INDEX			T&T regulatory framework		T&T business environment and infrastructure		T&T human, cultural, and natural resources	
	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-Lefevre 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

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 "homecomings" 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:

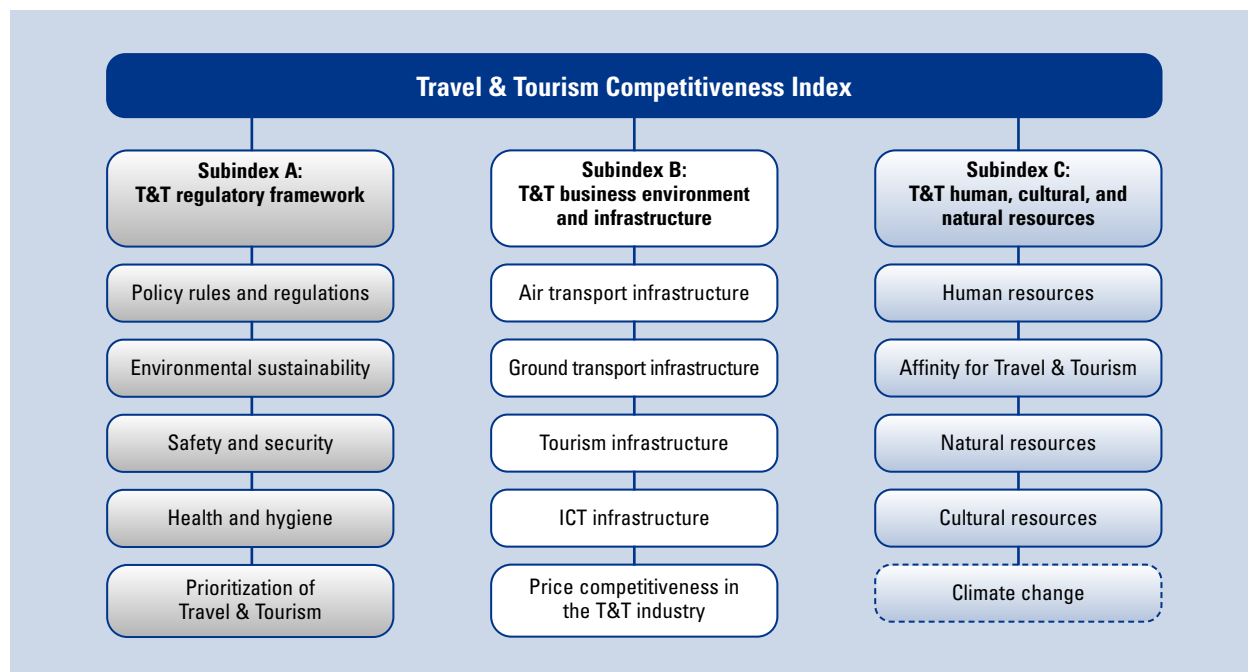
1. *Policy rules and regulations*
2. *Environmental sustainability*
3. *Safety and security*
4. *Health and hygiene*
5. *Prioritization of Travel & Tourism*
6. *Air transport infrastructure*
7. *Ground transport infrastructure*
8. *Tourism infrastructure*
9. *ICT infrastructure*
10. *Price competitiveness 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 T&T Index 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

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

Country/Economy	SUBINDEXES								
	OVERALL INDEX			T&T regulatory framework		T&T business environment and infrastructure		T&T human, cultural, and natural resources	
	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 nonconductive 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

Country/Economy	SUBINDEXES								
	OVERALL INDEX			T&T regulatory framework		T&T business environment and infrastructure		T&T human, cultural, and natural resources	
	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 health 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

Country/Economy	SUBINDEXES								
	OVERALL INDEX			T&T regulatory framework		T&T business environment and infrastructure		T&T human, cultural, and natural resources	
	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

Country/Economy	SUBINDEXES									
	OVERALL INDEX			T&T regulatory framework		T&T business environment and infrastructure		T&T human, cultural, and natural resources		
	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 worrisome, 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

Country/Economy	OVERALL INDEX			SUBINDEXES					
	Regional rank	Overall rank	Score	T&T regulatory framework		T&T business environment and infrastructure		T&T human, cultural, and natural resources	
				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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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/AIDS⁴
- 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

Country/Economy	SUBINDEXES							
	OVERALL INDEX		T&T regulatory framework		T&T business environment and infrastructure		T&T human, cultural, and natural resources	
	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.)

Country/Economy	SUBINDEXES							
	OVERALL INDEX		T&T regulatory framework		T&T business environment and infrastructure		T&T human, cultural, and natural resources	
	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.)

Country/Economy	SUBINDEXES							
	OVERALL INDEX		T&T regulatory framework		T&T business environment and infrastructure		T&T human, cultural, and natural resources	
	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

Country/Economy	T&T REGULATORY FRAMEWORK		PILLARS									
	Rank	Score	1. Policy rules and regulations		2. Environmental sustainability		3. Safety and security		4. Health and hygiene		5. Prioritization of Travel & Tourism	
			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.)

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

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

Country/Economy	T&T REGULATORY FRAMEWORK		PILLARS									
	Rank	Score	1. Policy rules and regulations		2. Environmental sustainability		3. Safety and security		4. Health and hygiene		5. Prioritization of Travel & Tourism	
			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

Country/Economy	T&T BUSINESS ENVIRONMENT AND INFRASTRUCTURE		PILLARS									
	Rank	Score	6. Air transport infrastructure		7. Ground transport infrastructure		8. Tourism infrastructure		9. ICT infrastructure		10. Price competitiveness in T&T industry	
			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.)

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

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

Country/Economy	T&T BUSINESS ENVIRONMENT AND INFRASTRUCTURE		PILLARS									
	Rank	Score	6. Air transport infrastructure		7. Ground transport infrastructure		8. Tourism infrastructure		9. ICT infrastructure		10. Price competitiveness in T&T industry	
			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

Country/Economy	T&T HUMAN, CULTURAL, AND NATURAL RESOURCES		PILLARS							
	Rank	Score	11. Human capital		12. Affinity for Travel & Tourism		13. Natural resources		14. Cultural resources	
			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.

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

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

Country/Economy	PILLARS									
	T&T HUMAN, CULTURAL, AND NATURAL RESOURCES		11. Human capital		12. Affinity for Travel & Tourism		13. Natural resources		14. Cultural resources	
	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

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

JÜRGEN RINGBECK

TIMM PIETSCH

Booz & Company

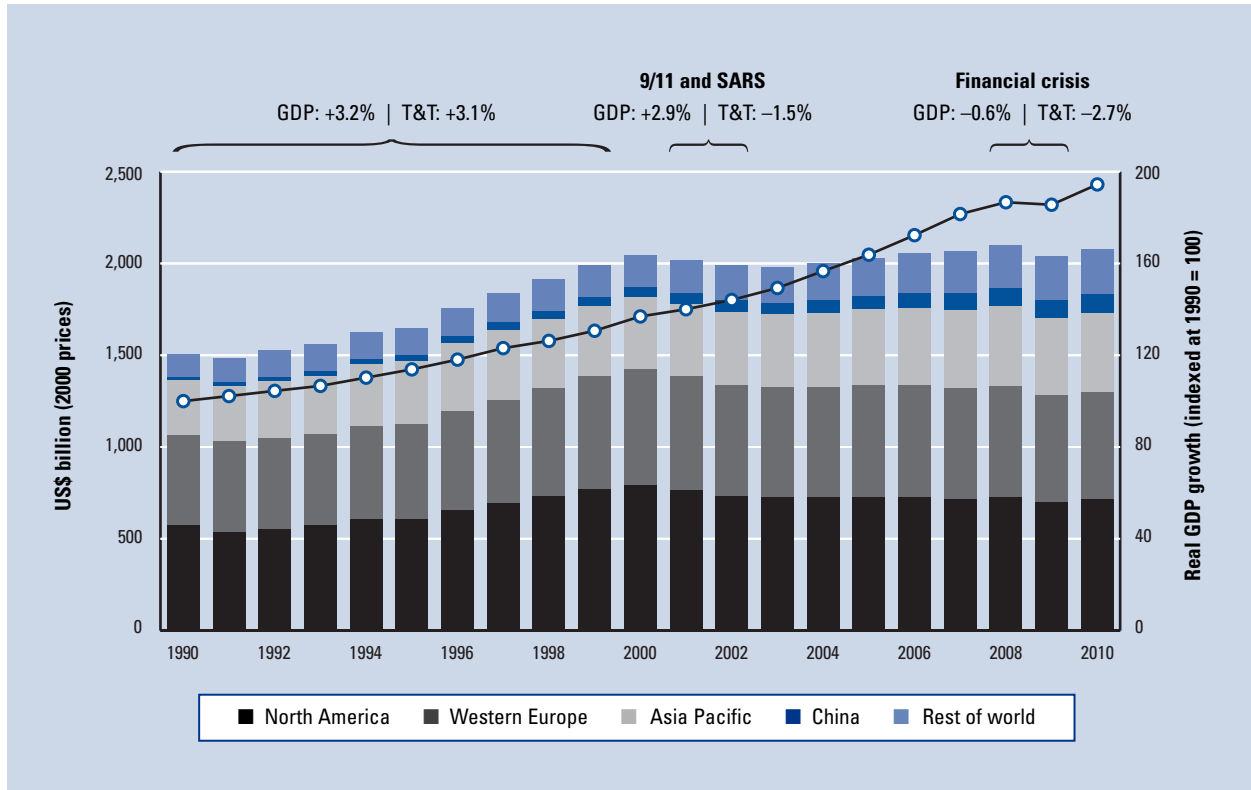
Over the past two decades, Travel & Tourism (T&T) has become one of the world's leading exported commodities with airlines, hotels, restaurants, and other tourism-related businesses driving a multibillion-dollar global industry. During the economic downturn of 2008–09 it came as no surprise that this 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. Over-arching 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.

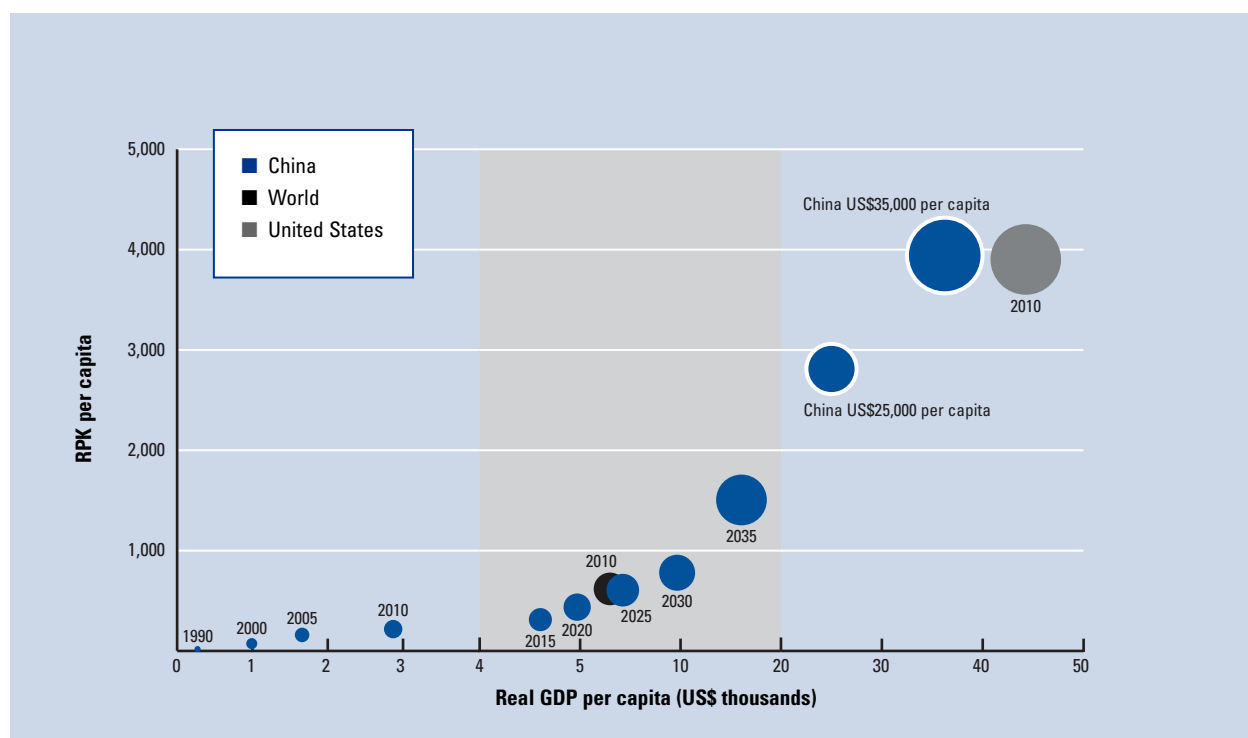
Both short-term and long-term factors will urge policymakers to develop new answers to looming new realities. The interplay of short-term demand shocks and long-term structural drift is slowly but surely changing the global T&T landscape, demanding quick-response capacity combined with strategic foresight

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.

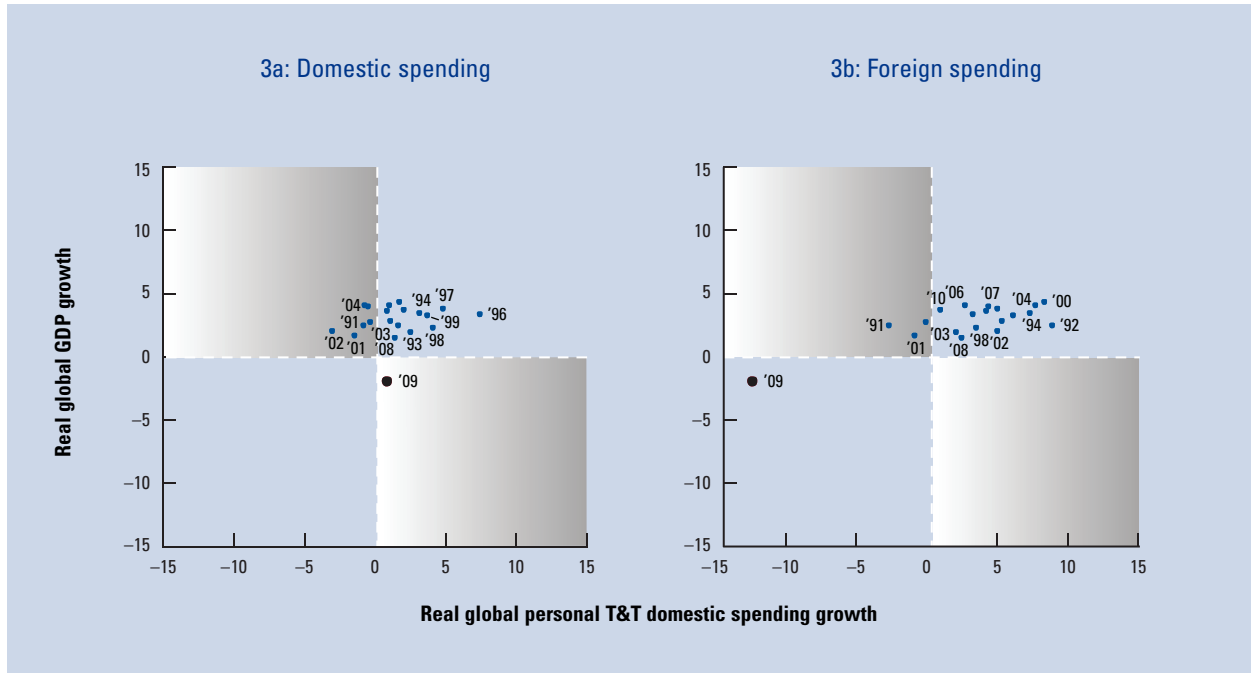
Ultimately, the growth of new source regions is going to push the economic center of gravity from the western hemisphere eastward. To cater to the needs of tourists from BRIC countries bears enormous potential for both traditional tourist destinations as well as emerging

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 Balears (–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

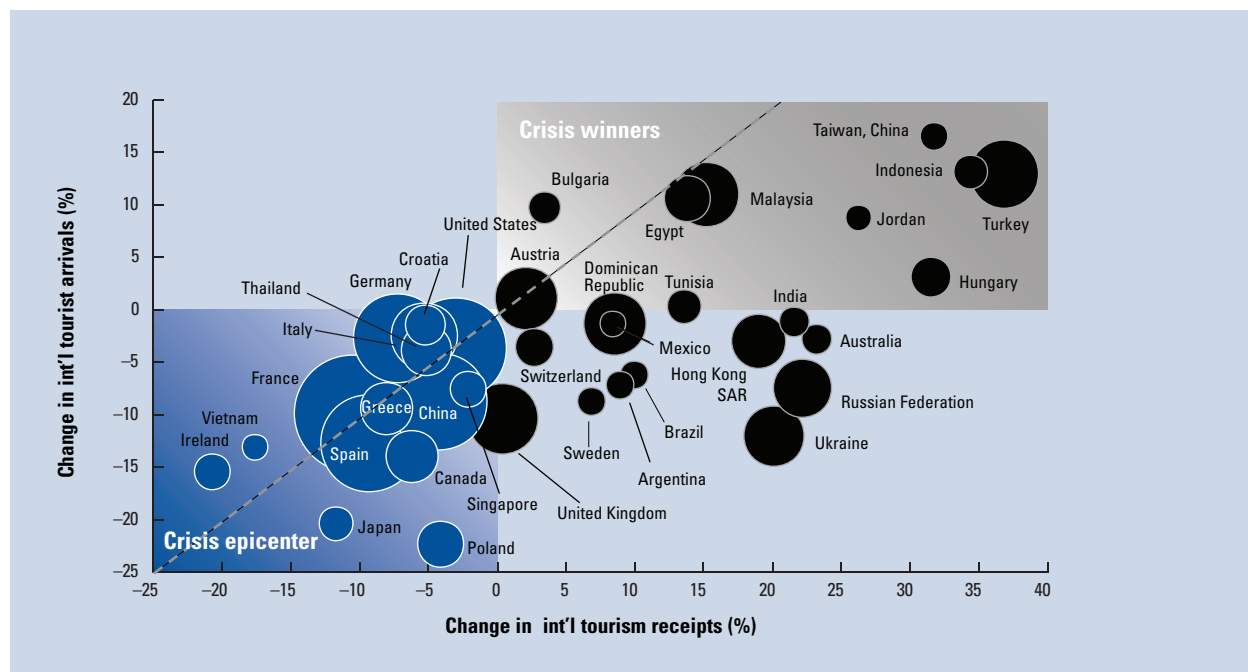
In emerging nations, domestic and regional travel represents a highly promising tourism market in its nascent stage, even if long-haul travel has not yet

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

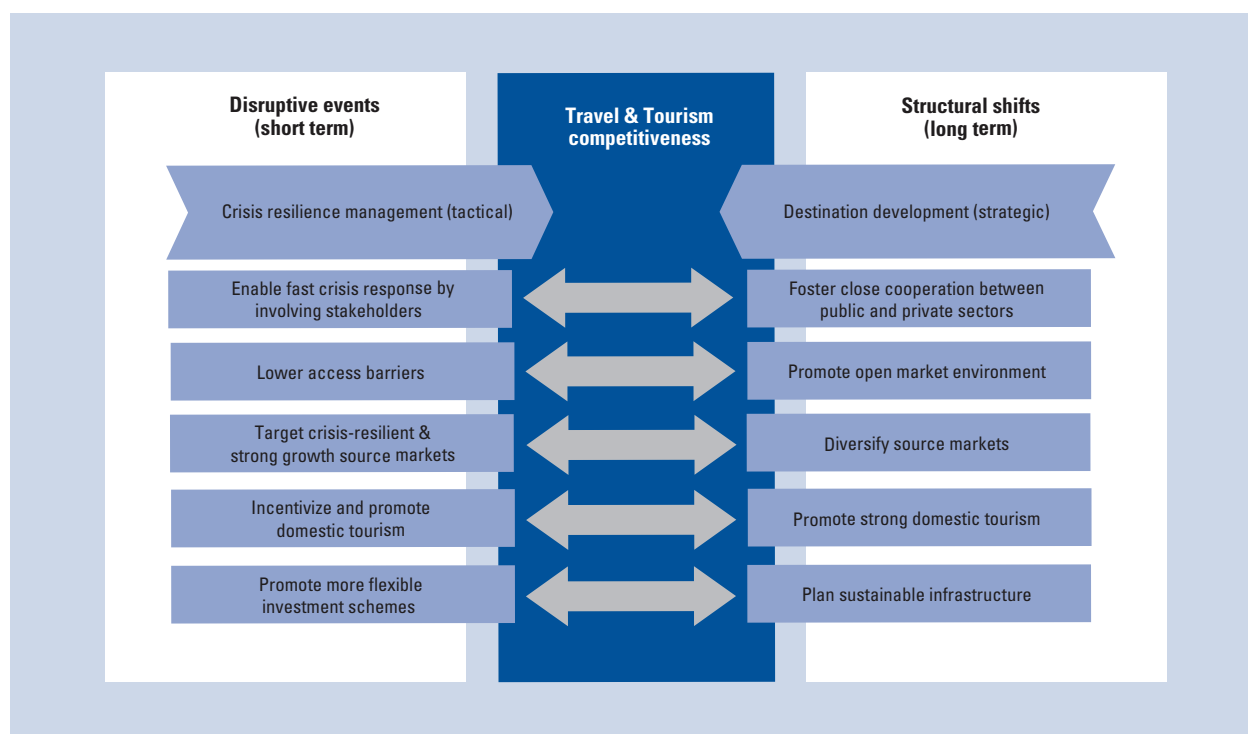
Overall, the T&T sector has navigated stormy waters after the financial crisis, with almost all major destinations having seen a significant decline in visitor numbers and receipts while overarching trends have continued to reshape the sector as a whole. The economic downturn of 2008–09 has left lasting 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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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

Subindex	Pillar number	Pillar title	Advanced economies (33)			Emerging economies (106)		
			Average rank	Highest	Lowest	Average rank	Highest	Lowest
			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.

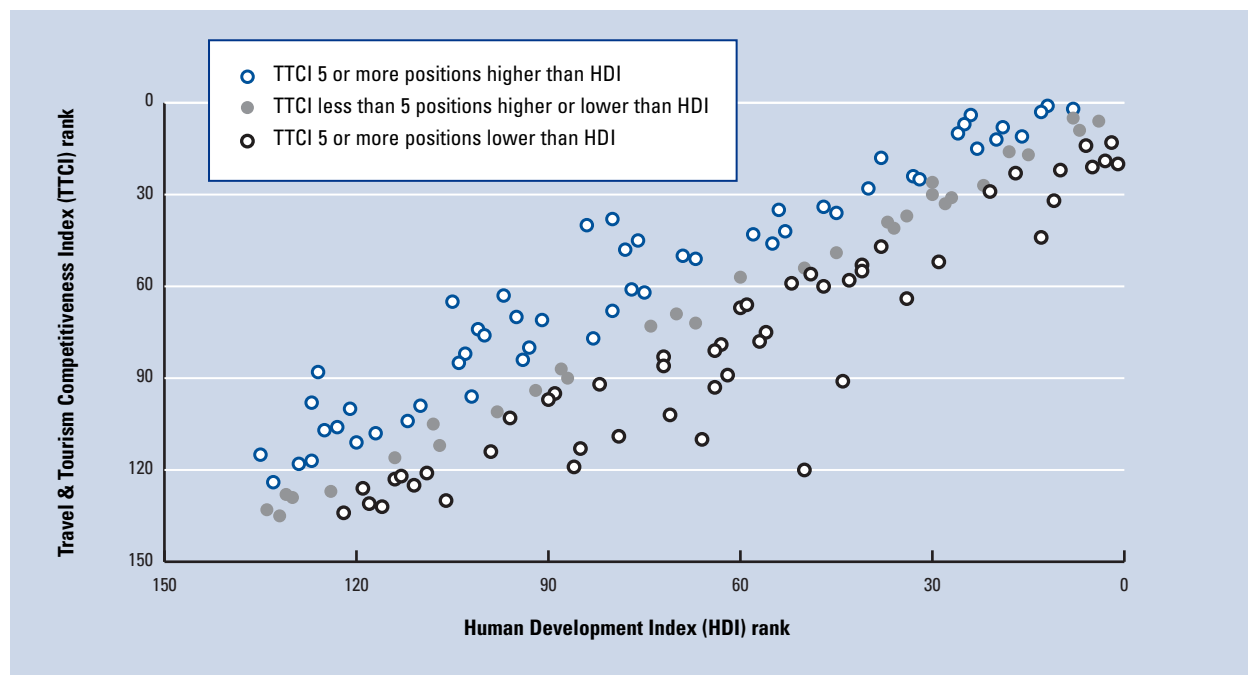
Comparative advantage for emerging economies: Travel & Tourism Competitiveness Index pillars

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

Country/Economy	Rank by difference	Stage of development	Human Development Index		T&T Competitiveness Index		Difference in rank (number of positions)
			Score	Rank	Score	Rank	
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

Country/Economy	Rank by difference	Stage of development	Human Development Index		T&T Competitiveness Index		Difference in rank (number of positions)
			Score	Rank	Score	Rank	
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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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

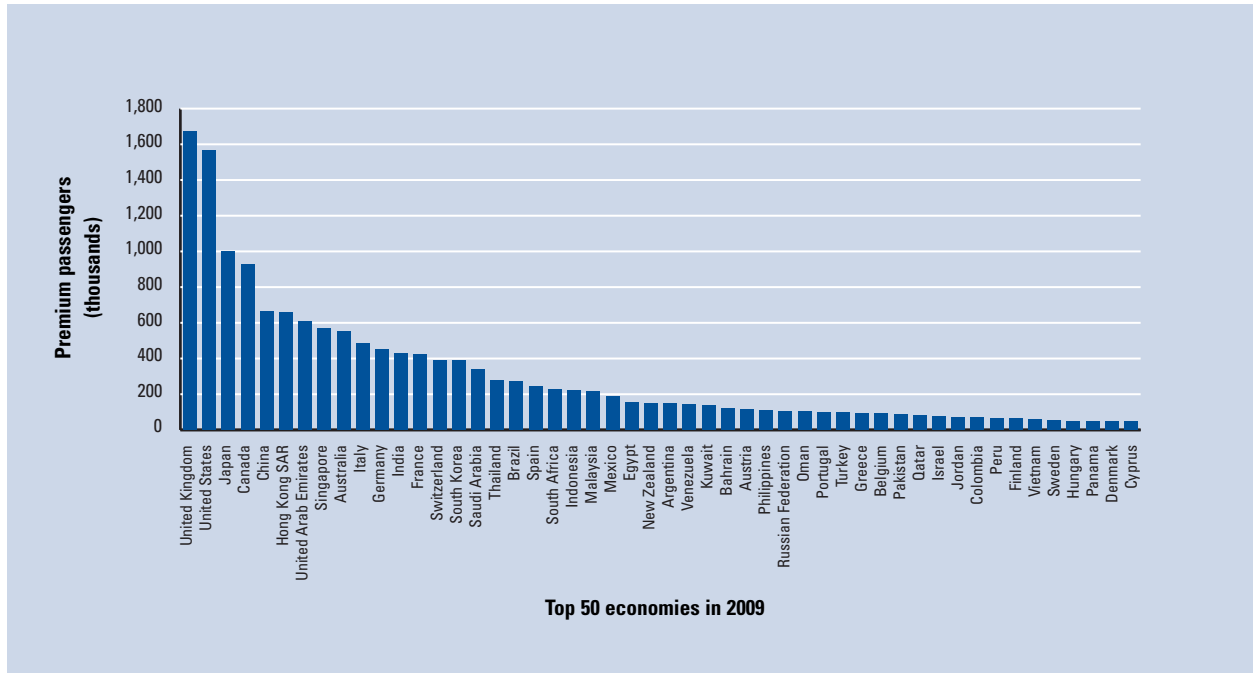
Figure 1 shows the number of passengers traveling on premium seats for the top 50 countries. In 2009, the United Kingdom was the country with the greatest number of premium travelers, followed by United States and Japan.

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:

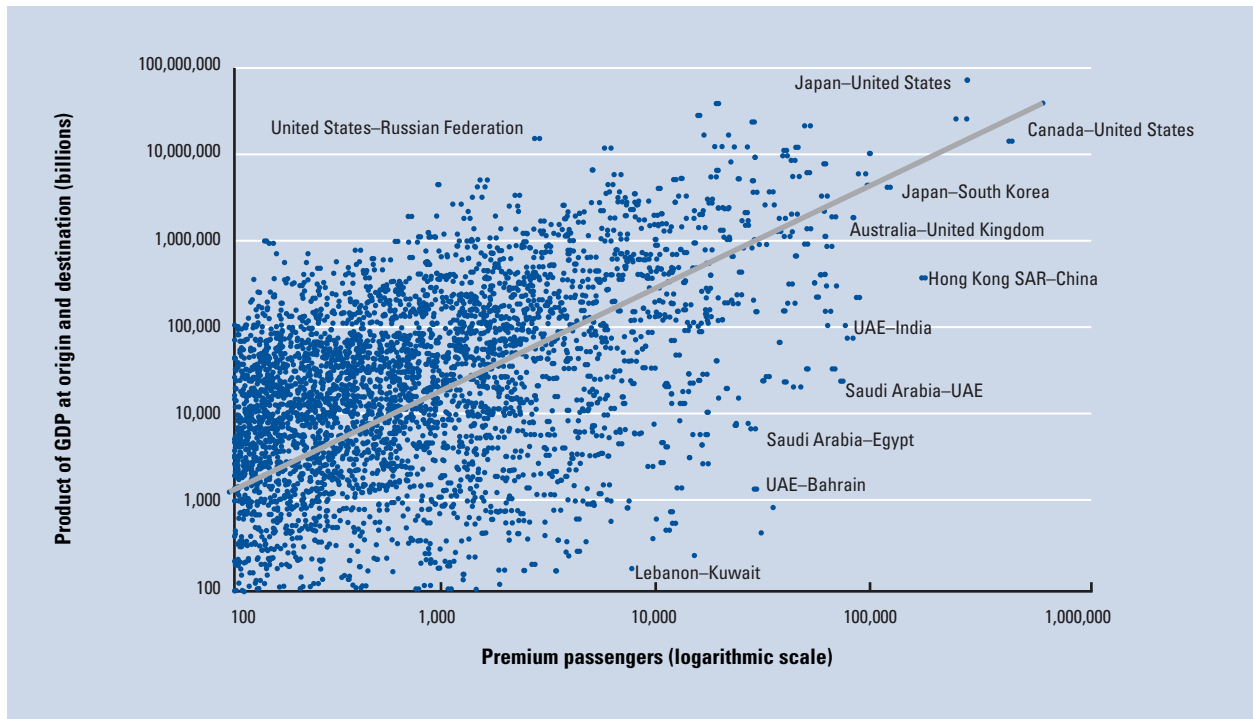
- those country pairs (at the top left of the figure) with a relatively small number of premium passengers but large economies at both origin and destination (such as the United States–Russian Federation pair), and

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



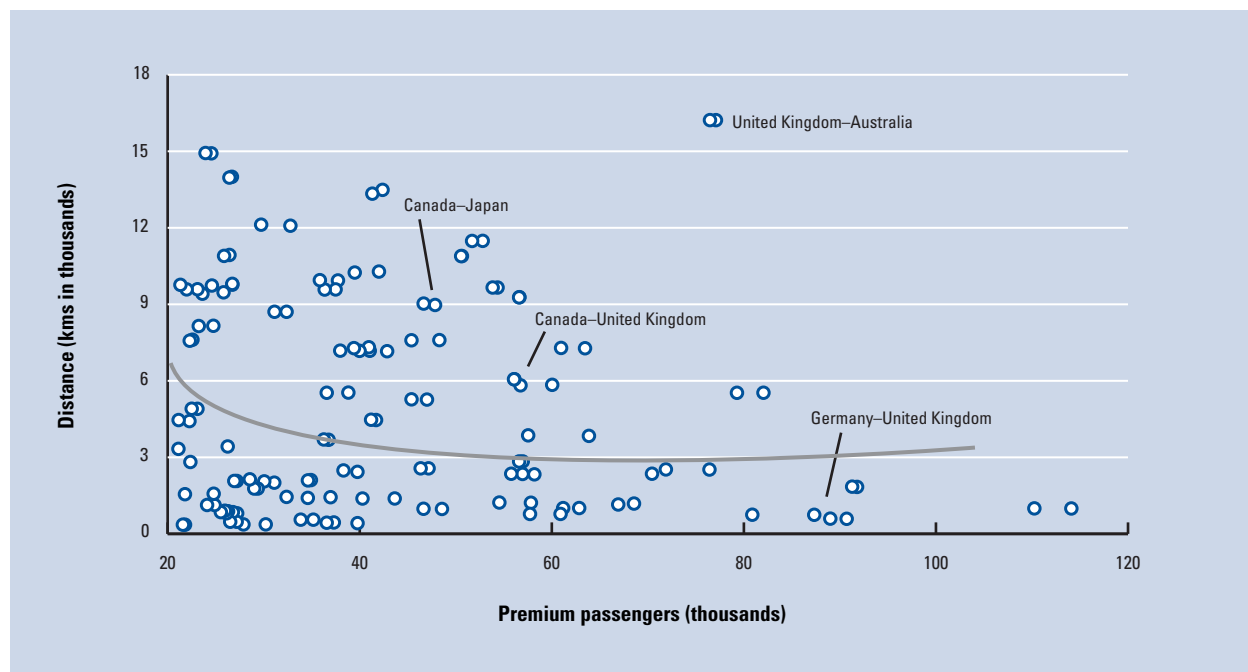
Source: IATA PaxIS.

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 economic gravity-type model. The model shows that all three do indeed play an important role⁴

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

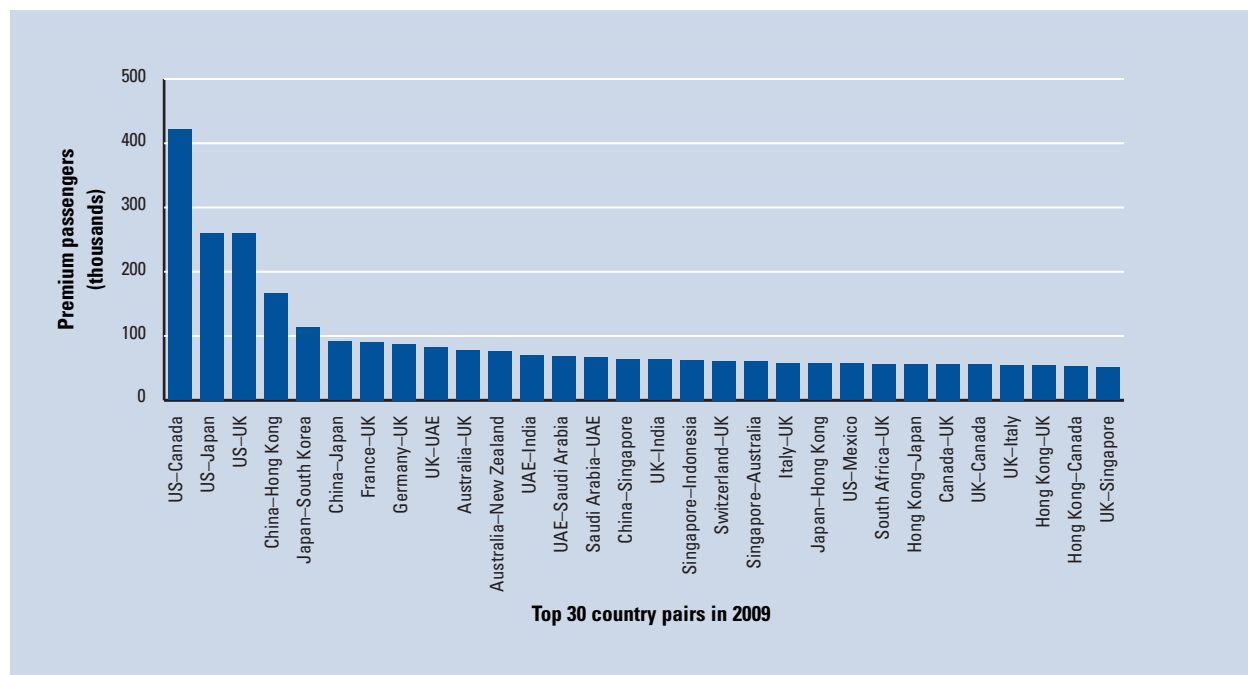
Looking at the fourth-largest market, premium travel market between China and Hong Kong is explained to some extent by both short distances between these two countries (13 percent) and also by the size of both economies (56 percent).

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:

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

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 _j	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.

Hospitality: Emerging from the Crisis

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SIMON OATEN

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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).

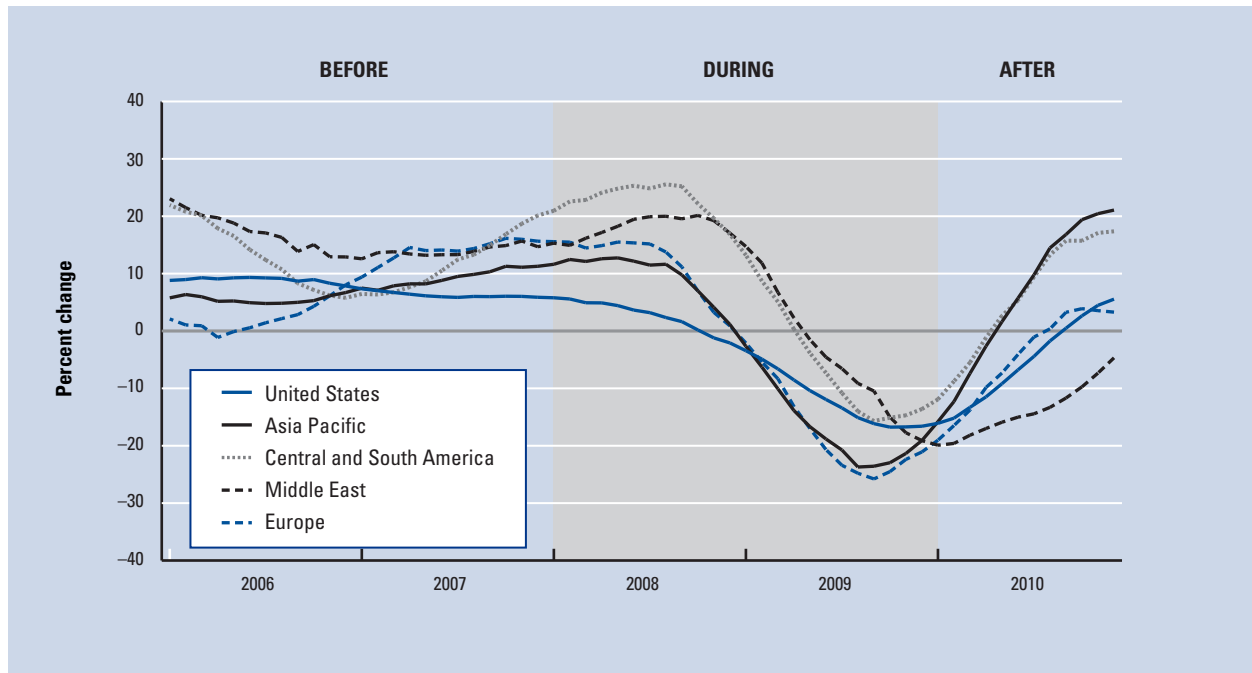
2007: Tourism before the world economic crisis

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.

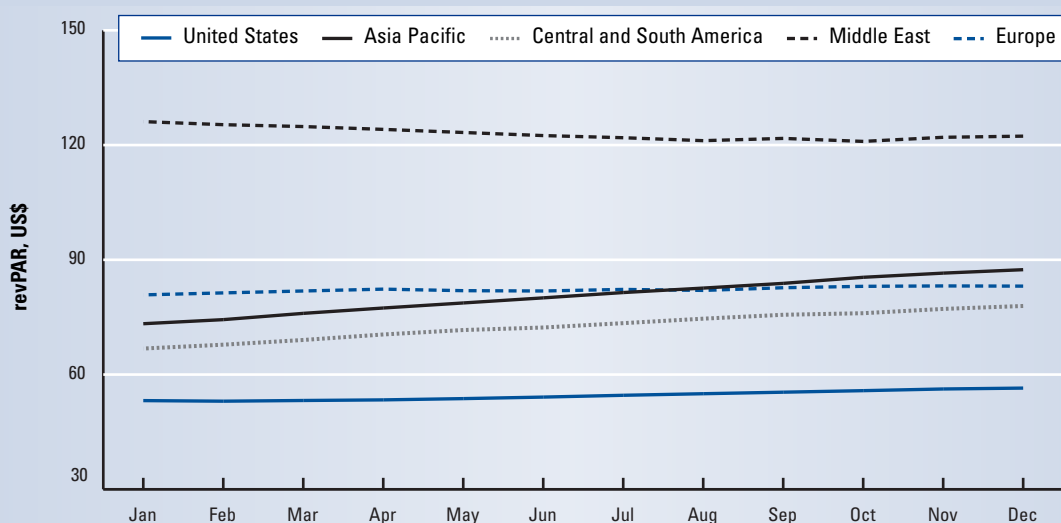
Europe's hospitality sector is likely to continue to experience challenging markets in to 2011. With rising travel costs, reductions in low-cost airline supply, and slow underlying economic growth, the region will continue to lose ground to Asia. While difficult to prove, the economic crisis may well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

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.

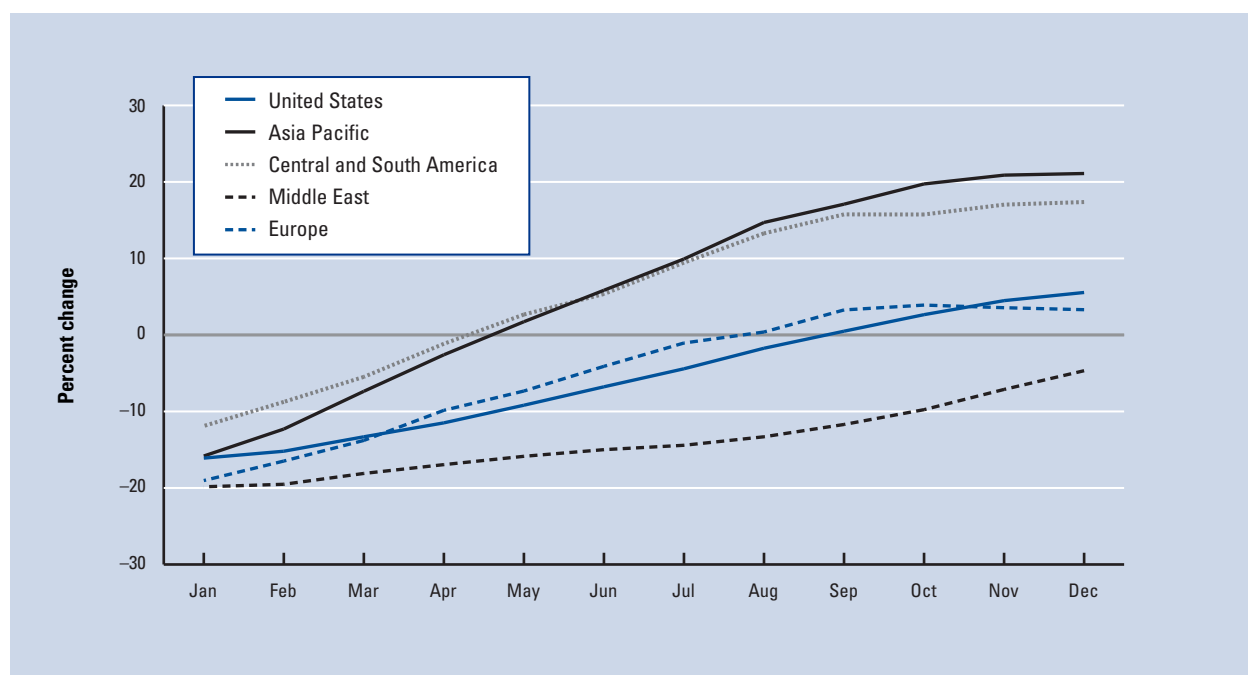
In emerging markets such as India and China, however, there will be a significant rise of the middle classes, generating an increase in demand for both business and leisure travel. GDP per capita in China is forecast to more than double between 2010 and 2015, providing the population with greater disposable 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.

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.

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

Source: STR Global and Smith Travel Research Inc.

Table 2: World tourist arrivals, millions

	2005	2006	2007	2008	2009	2010	PERCENT CHANGE		
							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.

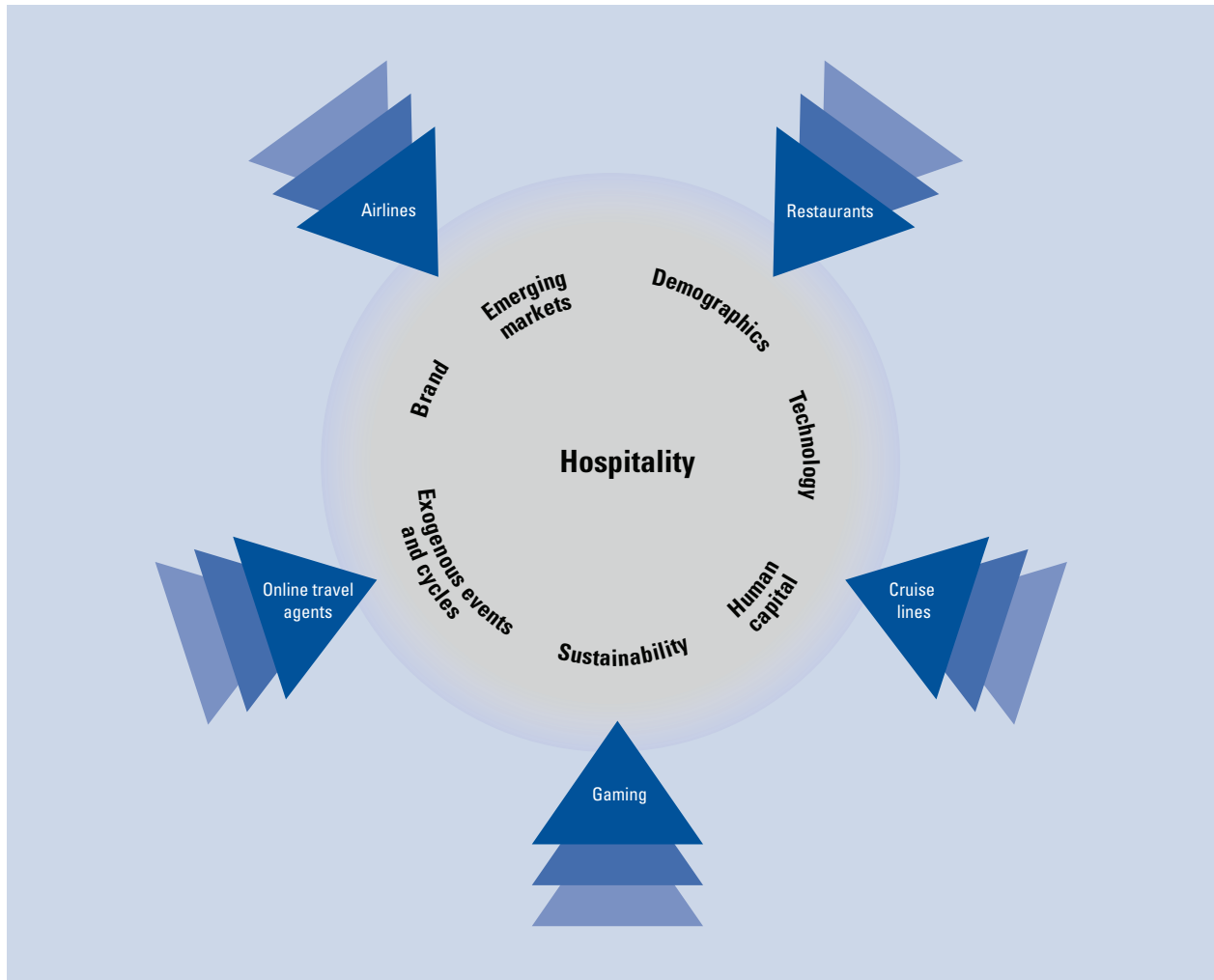
While the growth in these emerging markets is significant, it should not distract from the absolute size of the mature markets. It is forecast that the share of global tourism GDP will shift by less than 5 percent from mature hospitality markets to emerging markets by 2015.

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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Investment: A Key Indicator of Competitiveness in Travel & Tourism

NANCY COCKERELL, World Travel & Tourism Council

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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.

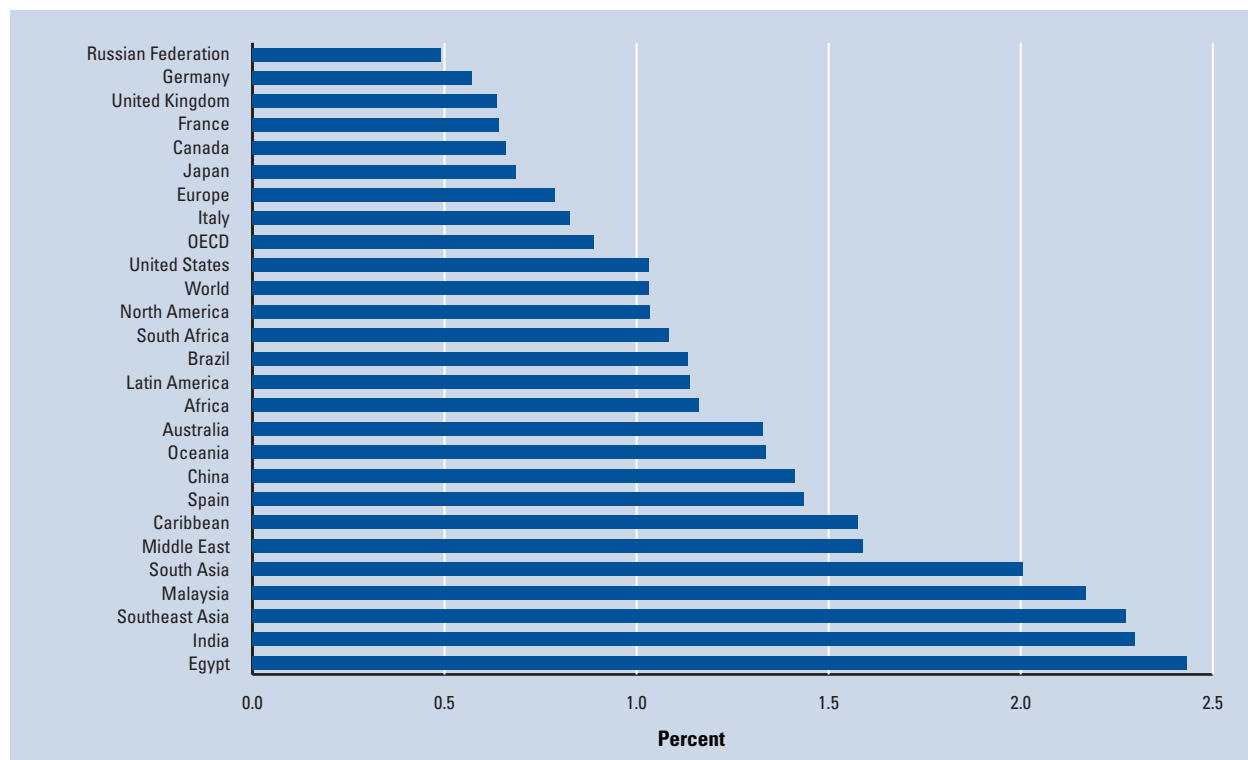
Investment in T&T products and infrastructure is not only essential for destinations to maintain and expand capacity, but it also allows for and encourages improvements in quality, competitiveness, and productivity. Historical data and our joint research over the past decade confirm that both new capital 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:

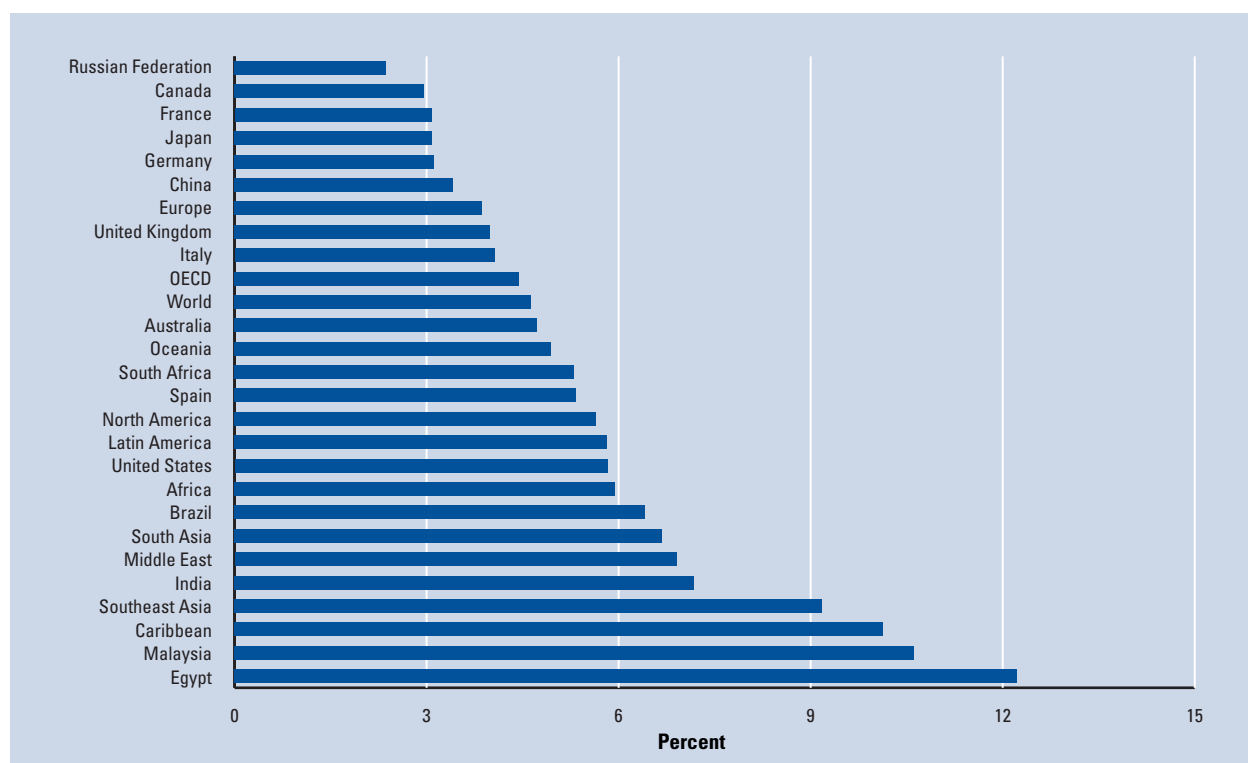
- accommodation development and major maintenance, including new building structures, and furniture and equipment to “fit out” hotels and so on, as well as holiday homes;
- passenger transportation, such as aircraft and cruise ships, for specific tourism use;
- capital projects and refurbishments designed 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.

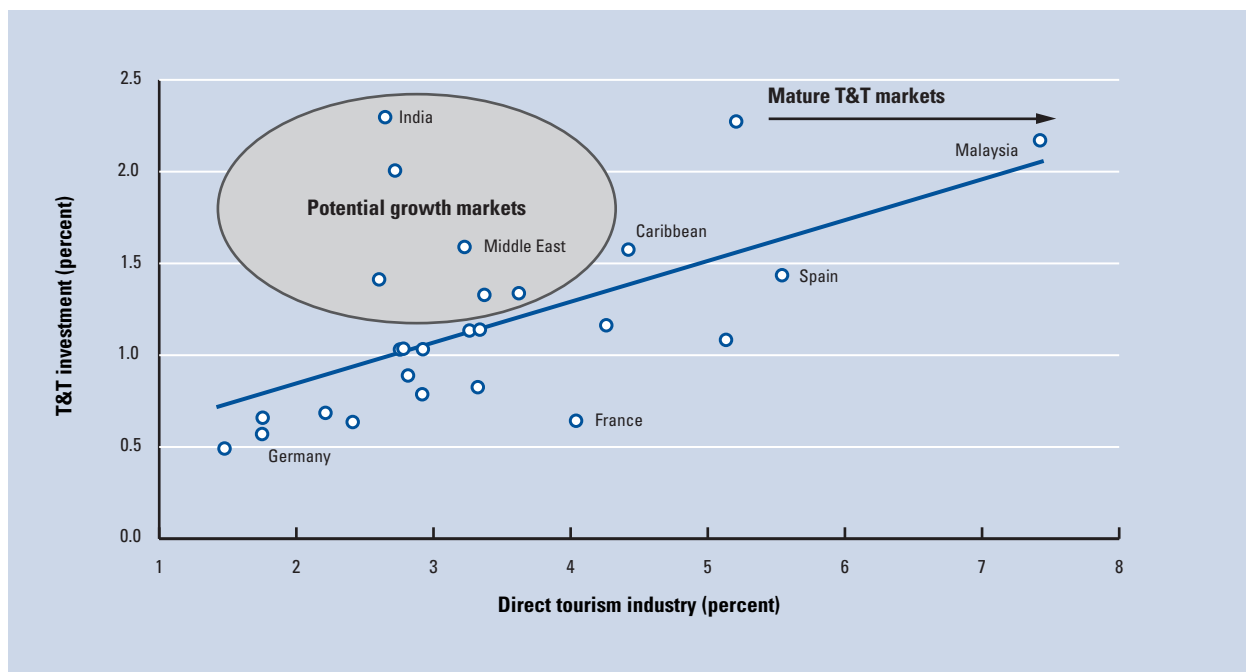
Direct T&T GDP is calculated from total internal spending by “netting out” the purchases made by tourism sectors. In reference to the UN Statistics Commission–approved TSA methodology, the calculation is consistent with calculations in Tables 1 through 6 of the TSA framework.

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.

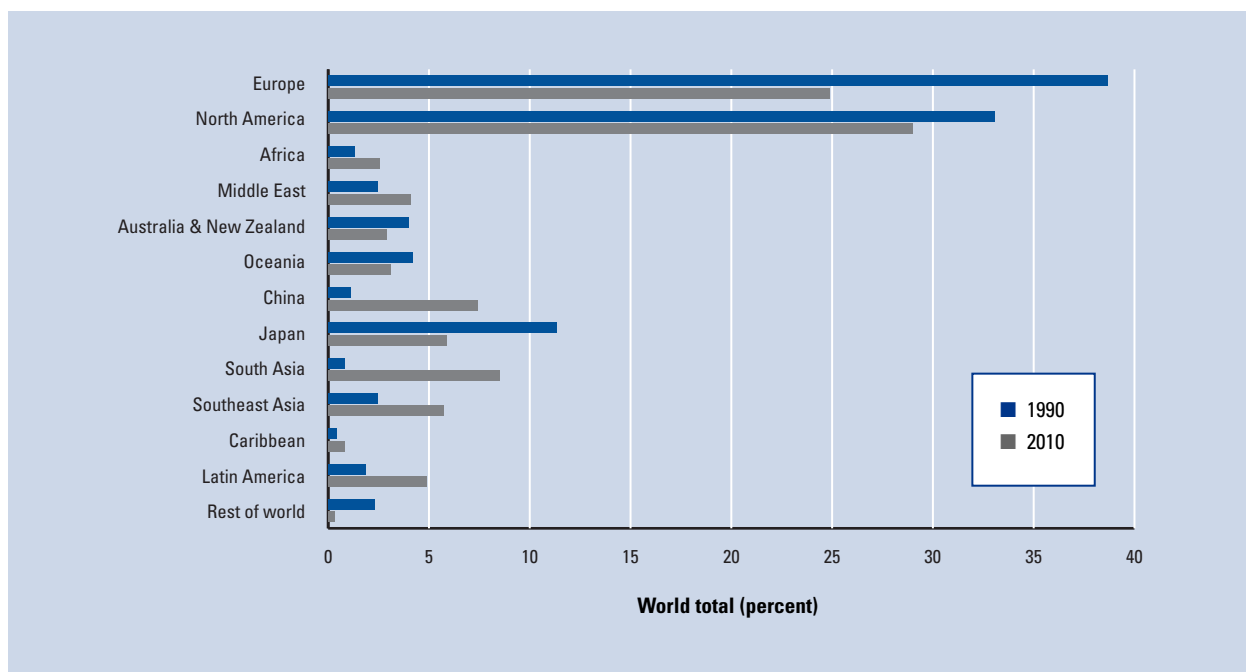
Not surprisingly, T&T investment is correlated with broader investment activity in the economy as a whole and is clearly influenced by similar factors such as the availability of credit. However, it is not a fixed share of total economy investment, as Figure 4 shows. At both the global and the country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

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 under-exploited.

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 inter-connectivity 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 forefront 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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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 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™, 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 CO₂ 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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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.

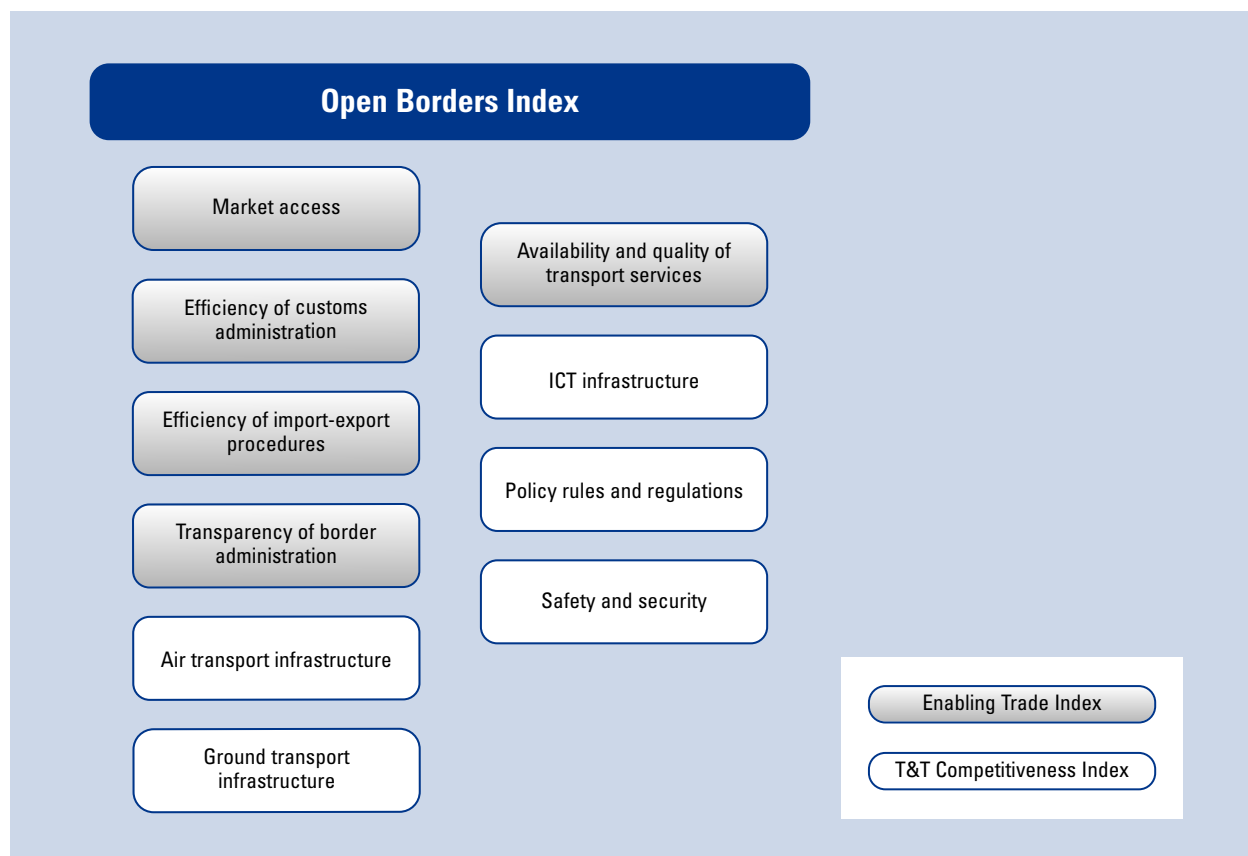
Both travel and trade are enabled by factors that extend far beyond the physical and administrative borders, and include elements such as the general business environment or infrastructure. We try to take these into account by looking at the continued servicing of the traveler or goods to their final 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

Country/Economy	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	
	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

Country/Economy	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	
	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.

Country/Economy	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	
	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 mkt,* 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

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,

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

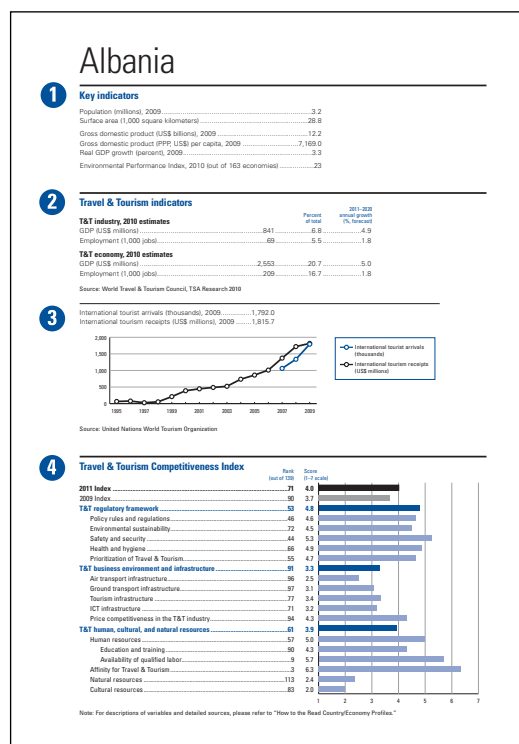
1 Key indicators

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:

- 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.

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/.

- 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.

5		Albania	
The Travel & Tourism Competitiveness Index in detail			
INDICATOR	RANKING	INDICATOR	RANKING
1st pillar: Policy rules and regulations			
1.01 Prevalence of foreign ownership	66	8.01 Hotel rooms*	74
1.02 Property rights	116	8.02 Presence of major car rental companies*	64
1.03 Business impact of rules on FDI	53	8.03 ATMs accepting Visa cards*	74
1.04 Visa requirements*	69	9th pillar: ICT infrastructure	
1.05 Openness of bilateral Air Service Agreements*	69	9.01 Extent of business Internet use	55
1.06 Transparency of government policymaking	49	9.02 Internet users*	56
1.07 Time required to start a business*	9	9.03 Telephone lines*	58
1.08 Cost to start a business*	85	9.04 Broadband Internet subscribers*	78
1.09 GATS commitments restrictiveness*	7	9.05 Mobile telephone subscribers*	22
2nd pillar: Environmental sustainability			
2.01 Stringency of environmental regulation	132	10th pillar: Price competitiveness in the T&T industry	
2.02 Enforcement of environmental regulation	132	10.01 Ticket taxes and airport charges*	132
2.03 Sustainability of T&T industry development	99	10.02 Purchasing power parity*	27
2.04 Carbon dioxide emissions*	42	10.03 Extent and effect of taxation	39
2.05 Particulate matter concentration**	85	10.04 Fuel price level**	104
2.06 Threatened species**	32	10.05 Hotel price index**	59
2.07 Environmental treaty ratification**	65	11th pillar: Human resources	
3rd pillar: Safety and security			
3.01 Business costs of terrorism	51	11.01 Primary education enrollment*	115
3.02 Reliability of police services	57	11.02 Secondary education enrollment**	98
3.03 Business costs of crime and violence	56	11.03 Quality of the educational system	54
3.04 Road traffic accidents**	93	11.04 Local availability of research and training services	94
4th pillar: Health and hygiene			
4.01 Physician density*	84	11.05 Extent of staff training	95
4.02 Access to improved sanitation*	39	11.06 Hiring and firing practices	21
4.03 Access to improved drinking water*	57	11.07 Ease of hiring foreign labor	4
4.04 Hospital beds**	65	11.08 HIV prevalence**	1
5th pillar: Prioritization of Travel & Tourism			
5.01 Government prioritization of the T&T industry	92	11.09 Business impact of HIV/AIDS	2
5.02 T&T government expenditure*	57	11.10 Life expectancy**	64
5.03 Effectiveness of marketing and branding	72	12th pillar: Affinity for Travel & Tourism	
5.04 Comprehensiveness of annual T&T data**	15	12.01 Tourism openness*	3
5.05 Timeliness of providing monthly/quarterly T&T data**	72	12.02 Attitude of population toward foreign visitors	53
6th pillar: Air transport infrastructure			
6.01 Quality of air transport infrastructure	58	12.03 Extension of business trips recommended	45
6.02 Available seat kilometers, domestic*	103	13th pillar: Natural resources	
6.03 Available seat kilometers, international*	110	13.01 Number of World Heritage natural sites*	75
6.04 Departures per 1,000 population**	83	13.02 Protected areas**	75
6.05 Airport density**	104	13.03 Quality of the natural environment	99
6.06 Number of operating airlines*	97	13.04 Total known species**	101
6.07 International air transport network	73	14th pillar: Cultural resources	
7th pillar: Ground transport infrastructure			
7.01 Quality of roads	81	14.01 Number of World Heritage cultural sites*	73
7.02 Quality of railroad infrastructure	100	14.02 Sports stadiums**	43
7.03 Quality of port infrastructure	100	14.03 Number of international fairs and exhibitions*	120
7.04 Quality of ground transport network	124	14.04 Creative industries exports*	50
7.05 Road density**	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 explanations, 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

Country/Economy	Page	Country/Economy	Page	Country/Economy	Page	Country/Economy	Page
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Algeria	110	Gambia, The	194	Montenegro	278	Tunisia	362
Angola	112	Georgia	196	Morocco	280	Turkey	364
Argentina	114	Germany	198	Mozambique	282	Uganda	366
Armenia	116	Ghana	200	Namibia	284	Ukraine	368
Australia	118	Greece	202	Nepal	286	United Arab Emirates	370
Austria	120	Guatemala	204	Netherlands	288	United Kingdom	372
Azerbaijan	122	Guyana	206	New Zealand	290	United States	374
Bahrain	124	Honduras	208	Nicaragua	292	Uruguay	376
Bangladesh	126	Hong Kong SAR	210	Nigeria	294	Venezuela	378
Barbados	128	Hungary	212	Norway	296	Vietnam	380
Belgium	130	Iceland	214	Oman	298	Zambia	382
Benin	132	India	216	Pakistan	300	Zimbabwe	384
Bolivia	134	Indonesia	218	Panama	302		
Bosnia and Herzegovina	136	Iran, Islamic Rep.	220	Paraguay	304		
Botswana	138	Ireland	222	Peru	306		
Brazil	140	Israel	224	Philippines	308		
Brunei Darussalam	142	Italy	226	Poland	310		
Bulgaria	144	Jamaica	228	Portugal	312		
Burkina Faso	146	Japan	230	Puerto Rico	314		
Burundi	148	Jordan	232	Qatar	316		
Cambodia	150	Kazakhstan	234	Romania	318		
Cameroon	152	Kenya	236	Russian Federation	320		
Canada	154	Korea, Rep.	238	Rwanda	322		
Cape Verde	156	Kuwait	240	Saudi Arabia	324		
Chad	158	Kyrgyz Republic	242	Senegal	326		
Chile	160	Latvia	244	Serbia	328		
China	162	Lebanon	246	Singapore	330		
Colombia	164	Lesotho	248	Slovak Republic	332		
Costa Rica	166	Libya	250	Slovenia	334		
Côte d'Ivoire	168	Lithuania	252	South Africa	336		
Croatia	170	Luxembourg	254	Spain	338		
Cyprus	172	Macedonia, FYR	256	Sri Lanka	340		
Czech Republic	174	Madagascar	258	Swaziland	342		
Denmark	176	Malawi	260	Sweden	344		
Dominican Republic	178	Malaysia	262	Switzerland	346		
Ecuador	180	Mali	264	Syria	348		
Egypt	182	Malta	266	Taiwan, China	350		
El Salvador	184	Mauritania	268	Tajikistan	352		
Estonia	186	Mauritius	270	Tanzania	354		
Ethiopia	188	Mexico	272	Thailand	356		
Finland	190	Moldova	274	Timor-Leste	358		

Albania

Key indicators

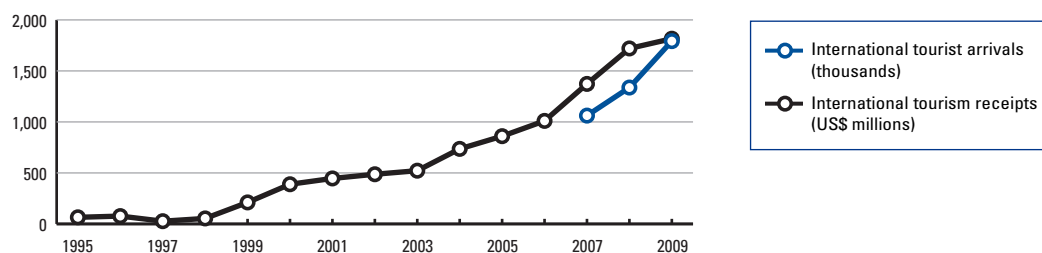
Population (millions), 2009.....	3.2
Surface area (1,000 square kilometers)	28.8
Gross domestic product (US\$ billions), 2009	12.2
Gross domestic product (PPP, US\$) per capita, 2009	7,169.0
Real GDP growth (percent), 2009.....	3.3
Environmental Performance Index, 2010 (out of 163 economies).....	23

Travel & Tourism indicators

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

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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....66	8.01	Hotel rooms*74
1.02	Property rights116	8.02	Presence of major car rental companies*64
1.03	Business impact of rules on FDI53	8.03	ATMs accepting Visa cards*74
1.04	Visa requirements*83		
1.05	Openness of bilateral Air Service Agreements*69	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking 49	9.01	Extent of business Internet use95
1.07	Time required to start a business* 9	9.02	Internet users*56
1.08	Cost to start a business*85	9.03	Telephone lines*88
1.09	GATS commitments restrictiveness* 7	9.04	Broadband Internet subscribers*78
		9.05	Mobile telephone subscribers* 22
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation132	10.01	Ticket taxes and airport charges*133
2.02	Enforcement of environmental regulation132	10.02	Purchasing power parity* 27
2.03	Sustainability of T&T industry development93	10.03	Extent and effect of taxation 39
2.04	Carbon dioxide emissions* 42	10.04	Fuel price levels*104
2.05	Particulate matter concentration*85	10.05	Hotel price index*59
2.06	Threatened species* 32		
2.07	Environmental treaty ratification*65	11th pillar: Human resources	
		11.01	Primary education enrollment*115
3rd pillar: Safety and security		11.02	Secondary education enrollment*98
3.01	Business costs of terrorism51	11.03	Quality of the educational system54
3.02	Reliability of police services57	11.04	Local availability of research and training services94
3.03	Business costs of crime and violence56	11.05	Extent of staff training55
3.04	Road traffic accidents*53	11.06	Hiring and firing practices 21
		11.07	Ease of hiring foreign labor 4
4th pillar: Health and hygiene		11.08	HIV prevalence* 1
4.01	Physician density*84	11.09	Business impact of HIV/AIDS 2
4.02	Access to improved sanitation* 39	11.10	Life expectancy*64
4.03	Access to improved drinking water*57		
4.04	Hospital beds*65	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness* 3
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors52
5.01	Government prioritization of the T&T industry92	12.03	Extension of business trips recommended 45
5.02	T&T government expenditure*57		
5.03	Effectiveness of marketing and branding72	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data* 15	13.01	Number of World Heritage natural sites*75
5.05	Timeliness of providing monthly/quarterly T&T data*72	13.02	Protected areas*75
		13.03	Quality of the natural environment99
6th pillar: Air transport infrastructure		13.04	Total known species*101
6.01	Quality of air transport infrastructure58		
6.02	Available seat kilometers, domestic*103	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*110	14.01	Number of World Heritage cultural sites*73
6.04	Departures per 1,000 population*82	14.02	Sports stadiums* 43
6.05	Airport density*104	14.03	Number of international fairs and exhibitions*120
6.06	Number of operating airlines*97	14.04	Creative industries exports*90
6.07	International air transport network73		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads81		
7.02	Quality of railroad infrastructure109		
7.03	Quality of port infrastructure100		
7.04	Quality of ground transport network124		
7.05	Road density* 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.

Algeria

Key indicators

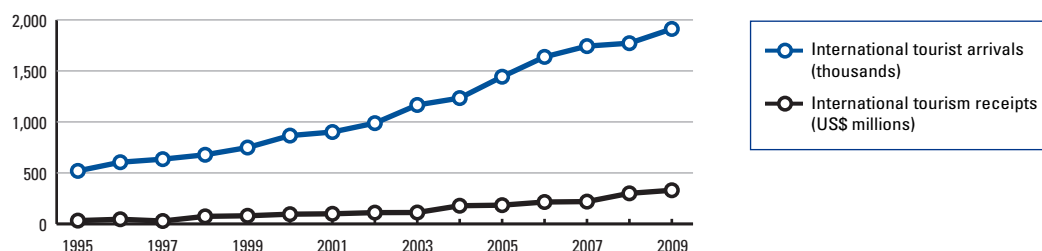
Population (millions), 2009.....	34.9
Surface area (1,000 square kilometers)	2,381.7
Gross domestic product (US\$ billions), 2009	139.8
Gross domestic product (PPP, US\$) per capita, 2009	6,884.8
Real GDP growth (percent), 2009.....	2.4
Environmental Performance Index, 2010 (out of 163 economies).....	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), 2009330.0



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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....123	8.01	Hotel rooms*104
1.02	Property rights106	8.02	Presence of major car rental companies*112
1.03	Business impact of rules on FDI125	8.03	ATMs accepting Visa cards*135
1.04	Visa requirements*125		
1.05	Openness of bilateral Air Service Agreements*108	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking121	9.01	Extent of business Internet use138
1.07	Time required to start a business*87	9.02	Internet users*95
1.08	Cost to start a business*74	9.03	Telephone lines*101
1.09	GATS commitments*n/a	9.04	Broadband Internet subscribers*82
		9.05	Mobile telephone subscribers*72
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation93	10.01	Ticket taxes and airport charges*63
2.02	Enforcement of environmental regulation92	10.02	Purchasing power parity* 38
2.03	Sustainability of T&T industry development114	10.03	Extent and effect of taxation56
2.04	Carbon dioxide emissions*71	10.04	Fuel price levels* 8
2.05	Particulate matter concentration*111	10.05	Hotel price index*98
2.06	Threatened species*97		
2.07	Environmental treaty ratification*81	11th pillar: Human resources	
		11.01	Primary education enrollment*70
3rd pillar: Safety and security		11.02	Secondary education enrollment*81
3.01	Business costs of terrorism128	11.03	Quality of the educational system117
3.02	Reliability of police services79	11.04	Local availability of research and training services105
3.03	Business costs of crime and violence74	11.05	Extent of staff training103
3.04	Road traffic accidents*n/a	11.06	Hiring and firing practices78
		11.07	Ease of hiring foreign labor116
4th pillar: Health and hygiene		11.08	HIV prevalence* 20
4.01	Physician density*81	11.09	Business impact of HIV/AIDS63
4.02	Access to improved sanitation* 50	11.10	Life expectancy*84
4.03	Access to improved drinking water*102		
4.04	Hospital beds*85	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness*137
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors100
5.01	Government prioritization of the T&T industry109	12.03	Extension of business trips recommended108
5.02	T&T government expenditure*125		
5.03	Effectiveness of marketing and branding127	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*115	13.01	Number of World Heritage natural sites* 43
5.05	Timeliness of providing monthly/quarterly T&T data*109	13.02	Protected areas*87
		13.03	Quality of the natural environment107
6th pillar: Air transport infrastructure		13.04	Total known species*85
6.01	Quality of air transport infrastructure98		
6.02	Available seat kilometers, domestic* 42	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*71	14.01	Number of World Heritage cultural sites* 29
6.04	Departures per 1,000 population*94	14.02	Sports stadiums*91
6.05	Airport density*56	14.03	Number of international fairs and exhibitions*94
6.06	Number of operating airlines*82	14.04	Creative industries exports*117
6.07	International air transport network113		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads66		
7.02	Quality of railroad infrastructure65		
7.03	Quality of port infrastructure115		
7.04	Quality of ground transport network112		
7.05	Road density*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.

Angola

Key indicators

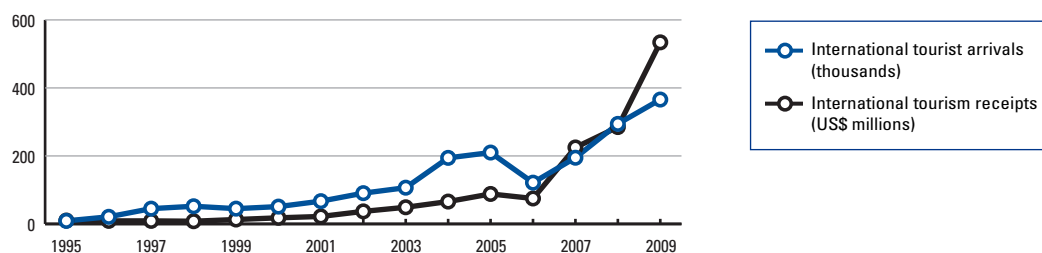
Population (millions), 2009.....	18.5
Surface area (1,000 square kilometers)	1,246.7
Gross domestic product (US\$ billions), 2009	74.5
Gross domestic product (PPP, US\$) per capita, 2009	6,181.4
Real GDP growth (percent), 2009.....	0.7
Environmental Performance Index, 2010 (out of 163 economies).....	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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....83	8.01	Hotel rooms*121
1.02	Property rights130	8.02	Presence of major car rental companies*80
1.03	Business impact of rules on FDI120	8.03	ATMs accepting Visa cards*103
1.04	Visa requirements*139		
1.05	Openness of bilateral Air Service Agreements*132	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking127	9.01	Extent of business Internet use127
1.07	Time required to start a business*129	9.02	Internet users*125
1.08	Cost to start a business*133	9.03	Telephone lines*120
1.09	GATS commitments* 14	9.04	Broadband Internet subscribers*114
		9.05	Mobile telephone subscribers*118
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation99	10.01	Ticket taxes and airport charges* 28
2.02	Enforcement of environmental regulation131	10.02	Purchasing power parity*87
2.03	Sustainability of T&T industry development138	10.03	Extent and effect of taxation 30
2.04	Carbon dioxide emissions* 45	10.04	Fuel price levels* 14
2.05	Particulate matter concentration*106	10.05	Hotel price index*n/a
2.06	Threatened species* 33		
2.07	Environmental treaty ratification*117	11th pillar: Human resources	
		11.01	Primary education enrollment*n/a
3rd pillar: Safety and security		11.02	Secondary education enrollment*139
3.01	Business costs of terrorism 17	11.03	Quality of the educational system139
3.02	Reliability of police services83	11.04	Local availability of research and training services133
3.03	Business costs of crime and violence98	11.05	Extent of staff training 39
3.04	Road traffic accidents*133	11.06	Hiring and firing practices81
		11.07	Ease of hiring foreign labor136
4th pillar: Health and hygiene		11.08	HIV prevalence*120
4.01	Physician density*124	11.09	Business impact of HIV/AIDS126
4.02	Access to improved sanitation*96	11.10	Life expectancy*137
4.03	Access to improved drinking water*130		
4.04	Hospital beds*117	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness*132
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors138
5.01	Government prioritization of the T&T industry137	12.03	Extension of business trips recommended139
5.02	T&T government expenditure*126		
5.03	Effectiveness of marketing and branding138	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*74	13.01	Number of World Heritage natural sites*75
5.05	Timeliness of providing monthly/quarterly T&T data*109	13.02	Protected areas*54
		13.03	Quality of the natural environment125
6th pillar: Air transport infrastructure		13.04	Total known species* 19
6.01	Quality of air transport infrastructure128		
6.02	Available seat kilometers, domestic*103	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*79	14.01	Number of World Heritage cultural sites*122
6.04	Departures per 1,000 population*n/a	14.02	Sports stadiums*137
6.05	Airport density*136	14.03	Number of international fairs and exhibitions*106
6.06	Number of operating airlines*104	14.04	Creative industries exports*n/a
6.07	International air transport network116		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads115		
7.02	Quality of railroad infrastructure107		
7.03	Quality of port infrastructure136		
7.04	Quality of ground transport network139		
7.05	Road density*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

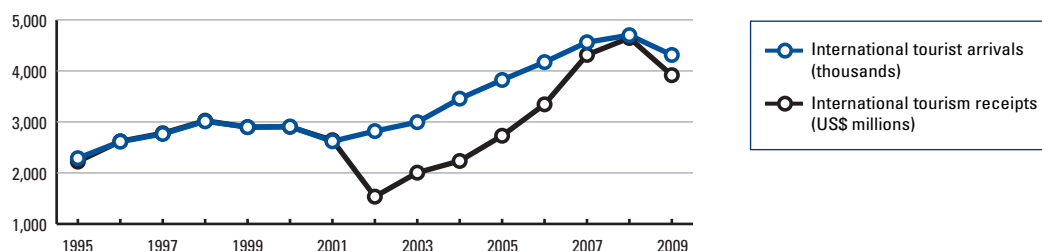
Population (millions), 2009.....	40.3
Surface area (1,000 square kilometers)	2,780.4
Gross domestic product (US\$ billions), 2009	310.1
Gross domestic product (PPP, US\$) per capita, 2009	14,525.0
Real GDP growth (percent), 2009.....	0.9
Environmental Performance Index, 2010 (out of 163 economies).....	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), 20093,916.3



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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership..... 33	8.01	Hotel rooms*54
1.02	Property rights134	8.02	Presence of major car rental companies* 1
1.03	Business impact of rules on FDI134	8.03	ATMs accepting Visa cards*71
1.04	Visa requirements* 32	9th pillar: ICT infrastructure	
1.05	Openness of bilateral Air Service Agreements*81	9.01	Extent of business Internet use84
1.06	Transparency of government policymaking129	9.02	Internet users*67
1.07	Time required to start a business*89	9.03	Telephone lines*53
1.08	Cost to start a business*80	9.04	Broadband Internet subscribers* 46
1.09	GATS commitments* 17	9.05	Mobile telephone subscribers* 25
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation119	10.01	Ticket taxes and airport charges*121
2.02	Enforcement of environmental regulation134	10.02	Purchasing power parity*56
2.03	Sustainability of T&T industry development100	10.03	Extent and effect of taxation137
2.04	Carbon dioxide emissions*78	10.04	Fuel price levels* 32
2.05	Particulate matter concentration*113	10.05	Hotel price index* 37
2.06	Threatened species*109	11th pillar: Human resources	
2.07	Environmental treaty ratification*65	11.01	Primary education enrollment* 21
3rd pillar: Safety and security		11.02	Secondary education enrollment*75
3.01	Business costs of terrorism..... 34	11.03	Quality of the educational system90
3.02	Reliability of police services.....121	11.04	Local availability of research and training services 42
3.03	Business costs of crime and violence116	11.05	Extent of staff training79
3.04	Road traffic accidents* 50	11.06	Hiring and firing practices134
4th pillar: Health and hygiene		11.07	Ease of hiring foreign labor 38
4.01	Physician density* 28	11.08	HIV prevalence*88
4.02	Access to improved sanitation*66	11.09	Business impact of HIV/AIDS72
4.03	Access to improved drinking water*57	11.10	Life expectancy* 38
4.04	Hospital beds* 41	12th pillar: Affinity for Travel & Tourism	
5th pillar: Prioritization of Travel & Tourism		12.01	Tourism openness*105
5.01	Government prioritization of the T&T industry100	12.02	Attitude of population toward foreign visitors112
5.02	T&T government expenditure*95	12.03	Extension of business trips recommended 14
5.03	Effectiveness of marketing and branding81	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*58	13.01	Number of World Heritage natural sites* 10
5.05	Timeliness of providing monthly/quarterly T&T data*72	13.02	Protected areas*93
6th pillar: Air transport infrastructure		13.03	Quality of the natural environment102
6.01	Quality of air transport infrastructure115	13.04	Total known species* 13
6.02	Available seat kilometers, domestic* 20	14th pillar: Cultural resources	
6.03	Available seat kilometers, international* 35	14.01	Number of World Heritage cultural sites*53
6.04	Departures per 1,000 population*77	14.02	Sports stadiums* 37
6.05	Airport density* 42	14.03	Number of international fairs and exhibitions* 21
6.06	Number of operating airlines* 49	14.04	Creative industries exports*57
6.07	International air transport network102		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads89		
7.02	Quality of railroad infrastructure82		
7.03	Quality of port infrastructure88		
7.04	Quality of ground transport network99		
7.05	Road density*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.

Armenia

Key indicators

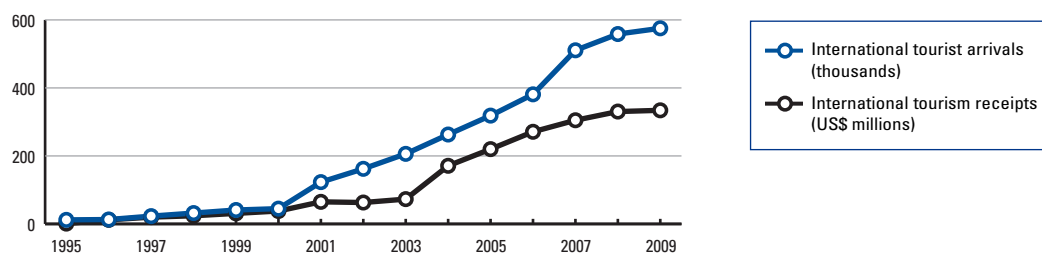
Population (millions), 2009.....	3.1
Surface area (1,000 square kilometers)	29.7
Gross domestic product (US\$ billions), 2009	8.5
Gross domestic product (PPP, US\$) per capita, 2009	4,982.5
Real GDP growth (percent), 2009.....	-14.2
Environmental Performance Index, 2010 (out of 163 economies).....	76

Travel & Tourism indicators

	Percent of total	2011-2020 annual growth (% forecast)
T&T industry, 2010 estimates		
GDP (US\$ millions)	189	2.2
Employment (1,000 jobs).....	20	1.7
T&T economy, 2010 estimates		
GDP (US\$ millions)	894	10.3
Employment (1,000 jobs).....	95	8.3

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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....111	8.01	Hotel rooms*109
1.02	Property rights98	8.02	Presence of major car rental companies*80
1.03	Business impact of rules on FDI102	8.03	ATMs accepting Visa cards*80
1.04	Visa requirements*126		
1.05	Openness of bilateral Air Service Agreements*91	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking53	9.01	Extent of business Internet use113
1.07	Time required to start a business*62	9.02	Internet users*112
1.08	Cost to start a business* 32	9.03	Telephone lines*64
1.09	GATS commitments*72	9.04	Broadband Internet subscribers*108
		9.05	Mobile telephone subscribers*82
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation120	10.01	Ticket taxes and airport charges*67
2.02	Enforcement of environmental regulation126	10.02	Purchasing power parity*62
2.03	Sustainability of T&T industry development105	10.03	Extent and effect of taxation84
2.04	Carbon dioxide emissions*51	10.04	Fuel price levels*65
2.05	Particulate matter concentration*101	10.05	Hotel price index*82
2.06	Threatened species*74		
2.07	Environmental treaty ratification*108	11th pillar: Human resources	
		11.01	Primary education enrollment*116
3rd pillar: Safety and security		11.02	Secondary education enrollment*52
3.01	Business costs of terrorism 32	11.03	Quality of the educational system115
3.02	Reliability of police services112	11.04	Local availability of research and training services124
3.03	Business costs of crime and violence 31	11.05	Extent of staff training116
3.04	Road traffic accidents*53	11.06	Hiring and firing practices 33
		11.07	Ease of hiring foreign labor 9
4th pillar: Health and hygiene		11.08	HIV prevalence* 20
4.01	Physician density* 15	11.09	Business impact of HIV/AIDS55
4.02	Access to improved sanitation*66	11.10	Life expectancy*87
4.03	Access to improved drinking water*62		
4.04	Hospital beds* 41	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness* 33
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors78
5.01	Government prioritization of the T&T industry66	12.03	Extension of business trips recommended61
5.02	T&T government expenditure*59		
5.03	Effectiveness of marketing and branding98	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*56	13.01	Number of World Heritage natural sites*75
5.05	Timeliness of providing monthly/quarterly T&T data*72	13.02	Protected areas*76
		13.03	Quality of the natural environment127
6th pillar: Air transport infrastructure		13.04	Total known species*102
6.01	Quality of air transport infrastructure77		
6.02	Available seat kilometers, domestic*103	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*98	14.01	Number of World Heritage cultural sites*62
6.04	Departures per 1,000 population*75	14.02	Sports stadiums*60
6.05	Airport density*71	14.03	Number of international fairs and exhibitions*120
6.06	Number of operating airlines*69	14.04	Creative industries exports*92
6.07	International air transport network97		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads87		
7.02	Quality of railroad infrastructure79		
7.03	Quality of port infrastructure128		
7.04	Quality of ground transport network81		
7.05	Road density*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.

Australia

Key indicators

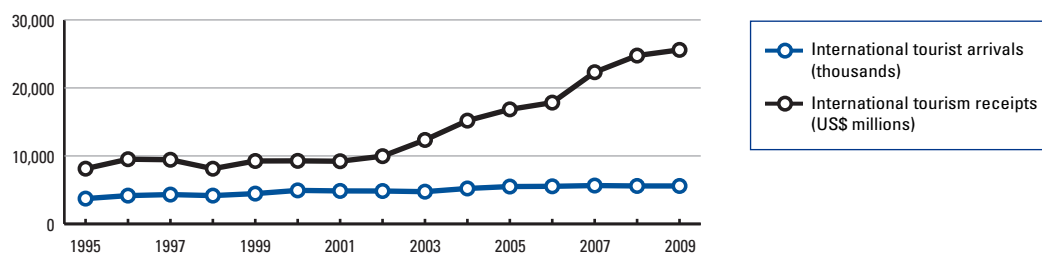
Population (millions), 2009.....	21.9
Surface area (1,000 square kilometers).....	7,741.2
Gross domestic product (US\$ billions), 2009.....	994.2
Gross domestic product (PPP, US\$) per capita, 2009.....	38,663.2
Real GDP growth (percent), 2009.....	1.2
Environmental Performance Index, 2010 (out of 163 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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....19	8.01	Hotel rooms*26
1.02	Property rights14	8.02	Presence of major car rental companies* 1
1.03	Business impact of rules on FDI57	8.03	ATMs accepting Visa cards* 10
1.04	Visa requirements*116		
1.05	Openness of bilateral Air Service Agreements*78	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking19	9.01	Extent of business Internet use20
1.07	Time required to start a business* 2	9.02	Internet users*20
1.08	Cost to start a business* 7	9.03	Telephone lines*24
1.09	GATS commitments*75	9.04	Broadband Internet subscribers*21
		9.05	Mobile telephone subscribers*45
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation17	10.01	Ticket taxes and airport charges*127
2.02	Enforcement of environmental regulation14	10.02	Purchasing power parity*124
2.03	Sustainability of T&T industry development31	10.03	Extent and effect of taxation66
2.04	Carbon dioxide emissions*129	10.04	Fuel price levels*25
2.05	Particulate matter concentration* 10	10.05	Hotel price index*71
2.06	Threatened species*127		
2.07	Environmental treaty ratification* 10	11th pillar: Human resources	
		11.01	Primary education enrollment*42
3rd pillar: Safety and security		11.02	Secondary education enrollment* 1
3.01	Business costs of terrorism80	11.03	Quality of the educational system 12
3.02	Reliability of police services19	11.04	Local availability of research and training services20
3.03	Business costs of crime and violence45	11.05	Extent of staff training20
3.04	Road traffic accidents*15	11.06	Hiring and firing practices79
		11.07	Ease of hiring foreign labor107
4th pillar: Health and hygiene		11.08	HIV prevalence*20
4.01	Physician density*91	11.09	Business impact of HIV/AIDS53
4.02	Access to improved sanitation* 1	11.10	Life expectancy* 2
4.03	Access to improved drinking water* 1		
4.04	Hospital beds*44	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness*80
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors48
5.01	Government prioritization of the T&T industry33	12.03	Extension of business trips recommended37
5.02	T&T government expenditure*60		
5.03	Effectiveness of marketing and branding44	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*75	13.01	Number of World Heritage natural sites* 1
5.05	Timeliness of providing monthly/quarterly T&T data* 12	13.02	Protected areas*52
		13.03	Quality of the natural environment15
6th pillar: Air transport infrastructure		13.04	Total known species*21
6.01	Quality of air transport infrastructure30		
6.02	Available seat kilometers, domestic* 6	14th pillar: Cultural resources	
6.03	Available seat kilometers, international* 9	14.01	Number of World Heritage cultural sites*38
6.04	Departures per 1,000 population*21	14.02	Sports stadiums* 11
6.05	Airport density* 7	14.03	Number of international fairs and exhibitions*14
6.06	Number of operating airlines*24	14.04	Creative industries exports*40
6.07	International air transport network27		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads30		
7.02	Quality of railroad infrastructure26		
7.03	Quality of port infrastructure46		
7.04	Quality of ground transport network35		
7.05	Road density*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.

Austria

Key indicators

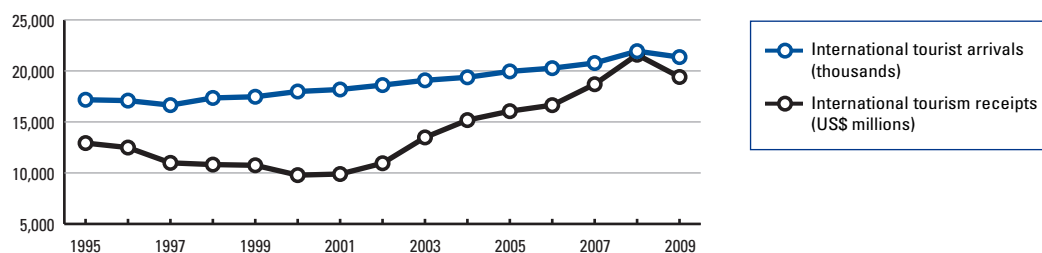
Population (millions), 2009.....	8.4
Surface area (1,000 square kilometers)	83.9
Gross domestic product (US\$ billions), 2009	382.1
Gross domestic product (PPP, US\$) per capita, 2009	38,567.0
Real GDP growth (percent), 2009.....	-3.9
Environmental Performance Index, 2010 (out of 163 economies).....	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), 200919,404.5



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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....34	8.01	Hotel rooms* 3
1.02	Property rights 7	8.02	Presence of major car rental companies* 1
1.03	Business impact of rules on FDI47	8.03	ATMs accepting Visa cards* 5
1.04	Visa requirements*42		
1.05	Openness of bilateral Air Service Agreements*55	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking17	9.01	Extent of business Internet use24
1.07	Time required to start a business*94	9.02	Internet users*21
1.08	Cost to start a business*46	9.03	Telephone lines*28
1.09	GATS commitments*50	9.04	Broadband Internet subscribers*26
		9.05	Mobile telephone subscribers*20
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation 3	10.01	Ticket taxes and airport charges*91
2.02	Enforcement of environmental regulation 4	10.02	Purchasing power parity*129
2.03	Sustainability of T&T industry development 2	10.03	Extent and effect of taxation63
2.04	Carbon dioxide emissions*103	10.04	Fuel price levels*105
2.05	Particulate matter concentration*60	10.05	Hotel price index*45
2.06	Threatened species*27		
2.07	Environmental treaty ratification*30	11th pillar: Human resources	
		11.01	Primary education enrollment*29
3rd pillar: Safety and security		11.02	Secondary education enrollment*27
3.01	Business costs of terrorism 7	11.03	Quality of the educational system24
3.02	Reliability of police services23	11.04	Local availability of research and training services 6
3.03	Business costs of crime and violence22	11.05	Extent of staff training14
3.04	Road traffic accidents*16	11.06	Hiring and firing practices105
		11.07	Ease of hiring foreign labor121
4th pillar: Health and hygiene		11.08	HIV prevalence*68
4.01	Physician density* 10	11.09	Business impact of HIV/AIDS 8
4.02	Access to improved sanitation* 1	11.10	Life expectancy*15
4.03	Access to improved drinking water* 1		
4.04	Hospital beds* 9	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness*31
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors 10
5.01	Government prioritization of the T&T industry 9	12.03	Extension of business trips recommended 4
5.02	T&T government expenditure*41		
5.03	Effectiveness of marketing and branding 2	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*58	13.01	Number of World Heritage natural sites*75
5.05	Timeliness of providing monthly/quarterly T&T data*12	13.02	Protected areas*17
		13.03	Quality of the natural environment 2
6th pillar: Air transport infrastructure		13.04	Total known species*89
6.01	Quality of air transport infrastructure25		
6.02	Available seat kilometers, domestic*53	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*37	14.01	Number of World Heritage cultural sites*29
6.04	Departures per 1,000 population*22	14.02	Sports stadiums*34
6.05	Airport density*65	14.03	Number of international fairs and exhibitions*12
6.06	Number of operating airlines*19	14.04	Creative industries exports*14
6.07	International air transport network16		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads 7		
7.02	Quality of railroad infrastructure15		
7.03	Quality of port infrastructure48		
7.04	Quality of ground transport network11		
7.05	Road density*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.

Azerbaijan

Key indicators

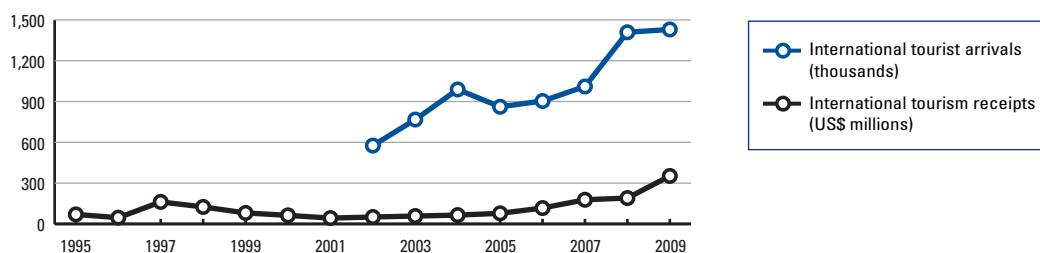
Population (millions), 2009.....	8.8
Surface area (1,000 square kilometers)	86.6
Gross domestic product (US\$ billions), 2009	43.1
Gross domestic product (PPP, US\$) per capita, 2009	9,540.4
Real GDP growth (percent), 2009.....	9.3
Environmental Performance Index, 2010 (out of 163 economies).....	84

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), 2009352.8



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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....93	8.01	Hotel rooms*92
1.02	Property rights90	8.02	Presence of major car rental companies*95
1.03	Business impact of rules on FDI82	8.03	ATMs accepting Visa cards*76
1.04	Visa requirements*123		
1.05	Openness of bilateral Air Service Agreements* 50	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking58	9.01	Extent of business Internet use110
1.07	Time required to start a business* 28	9.02	Internet users*79
1.08	Cost to start a business* 32	9.03	Telephone lines*80
1.09	GATS commitments*n/a	9.04	Broadband Internet subscribers*93
		9.05	Mobile telephone subscribers*79
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation91	10.01	Ticket taxes and airport charges*119
2.02	Enforcement of environmental regulation74	10.02	Purchasing power parity* 48
2.03	Sustainability of T&T industry development85	10.03	Extent and effect of taxation76
2.04	Carbon dioxide emissions*67	10.04	Fuel price levels* 25
2.05	Particulate matter concentration*102	10.05	Hotel price index*101
2.06	Threatened species*72		
2.07	Environmental treaty ratification*117	11th pillar: Human resources	
		11.01	Primary education enrollment* 49
3rd pillar: Safety and security		11.02	Secondary education enrollment* 13
3.01	Business costs of terrorism62	11.03	Quality of the educational system104
3.02	Reliability of police services95	11.04	Local availability of research and training services66
3.03	Business costs of crime and violence 46	11.05	Extent of staff training68
3.04	Road traffic accidents* 44	11.06	Hiring and firing practices 11
		11.07	Ease of hiring foreign labor79
4th pillar: Health and hygiene		11.08	HIV prevalence* 20
4.01	Physician density* 10	11.09	Business impact of HIV/AIDS100
4.02	Access to improved sanitation*112	11.10	Life expectancy*96
4.03	Access to improved drinking water*107		
4.04	Hospital beds* 8	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness*121
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors63
5.01	Government prioritization of the T&T industry54	12.03	Extension of business trips recommended68
5.02	T&T government expenditure*75		
5.03	Effectiveness of marketing and branding84	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data* 1	13.01	Number of World Heritage natural sites*75
5.05	Timeliness of providing monthly/quarterly T&T data*72	13.02	Protected areas*80
		13.03	Quality of the natural environment88
6th pillar: Air transport infrastructure		13.04	Total known species*77
6.01	Quality of air transport infrastructure59		
6.02	Available seat kilometers, domestic*100	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*89	14.01	Number of World Heritage cultural sites* 44
6.04	Departures per 1,000 population*84	14.02	Sports stadiums*78
6.05	Airport density*100	14.03	Number of international fairs and exhibitions*114
6.06	Number of operating airlines*61	14.04	Creative industries exports*103
6.07	International air transport network67		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads70		
7.02	Quality of railroad infrastructure 34		
7.03	Quality of port infrastructure70		
7.04	Quality of ground transport network 44		
7.05	Road density* 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.

Bahrain

Key indicators

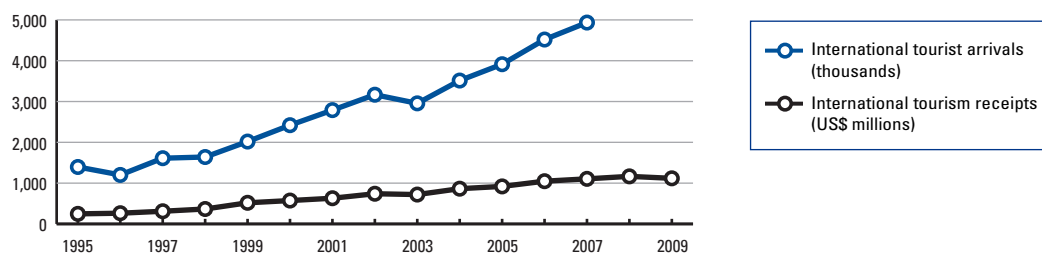
Population (millions), 2009.....	0.8
Surface area (1,000 square kilometers).....	0.7
Gross domestic product (US\$ billions), 2009.....	20.6
Gross domestic product (PPP, US\$) per capita, 2009.....	27,214.1
Real GDP growth (percent), 2009.....	3.1
Environmental Performance Index, 2010 (out of 163 economies).....	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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....14	8.01	Hotel rooms*18
1.02	Property rights21	8.02	Presence of major car rental companies*40
1.03	Business impact of rules on FDI5	8.03	ATMs accepting Visa cards*42
1.04	Visa requirements*108		
1.05	Openness of bilateral Air Service Agreements*59	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking43	9.01	Extent of business Internet use27
1.07	Time required to start a business*35	9.02	Internet users*40
1.08	Cost to start a business*11	9.03	Telephone lines*41
1.09	GATS commitments*115	9.04	Broadband Internet subscribers*48
		9.05	Mobile telephone subscribers*5
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation37	10.01	Ticket taxes and airport charges*8
2.02	Enforcement of environmental regulation29	10.02	Purchasing power parity*105
2.03	Sustainability of T&T industry development35	10.03	Extent and effect of taxation1
2.04	Carbon dioxide emissions*134	10.04	Fuel price levels*4
2.05	Particulate matter concentration*108	10.05	Hotel price index*112
2.06	Threatened species*39		
2.07	Environmental treaty ratification*130	11th pillar: Human resources	
		11.01	Primary education enrollment*36
3rd pillar: Safety and security		11.02	Secondary education enrollment*40
3.01	Business costs of terrorism87	11.03	Quality of the educational system38
3.02	Reliability of police services32	11.04	Local availability of research and training services81
3.03	Business costs of crime and violence38	11.05	Extent of staff training16
3.04	Road traffic accidents*33	11.06	Hiring and firing practices95
		11.07	Ease of hiring foreign labor29
4th pillar: Health and hygiene		11.08	HIV prevalence*48
4.01	Physician density*34	11.09	Business impact of HIV/AIDS48
4.02	Access to improved sanitation*1	11.10	Life expectancy*46
4.03	Access to improved drinking water*n/a		
4.04	Hospital beds*82	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness*38
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors15
5.01	Government prioritization of the T&T industry42	12.03	Extension of business trips recommended102
5.02	T&T government expenditure*54		
5.03	Effectiveness of marketing and branding41	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*93	13.01	Number of World Heritage natural sites*75
5.05	Timeliness of providing monthly/quarterly T&T data*109	13.02	Protected areas*129
		13.03	Quality of the natural environment78
6th pillar: Air transport infrastructure		13.04	Total known species*134
6.01	Quality of air transport infrastructure20		
6.02	Available seat kilometers, domestic*103	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*52	14.01	Number of World Heritage cultural sites*104
6.04	Departures per 1,000 population*6	14.02	Sports stadiums*4
6.05	Airport density*37	14.03	Number of international fairs and exhibitions*95
6.06	Number of operating airlines*64	14.04	Creative industries exports*88
6.07	International air transport network20		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads25		
7.02	Quality of railroad infrastructuren/a		
7.03	Quality of port infrastructure13		
7.04	Quality of ground transport network49		
7.05	Road density*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.

Bangladesh

Key indicators

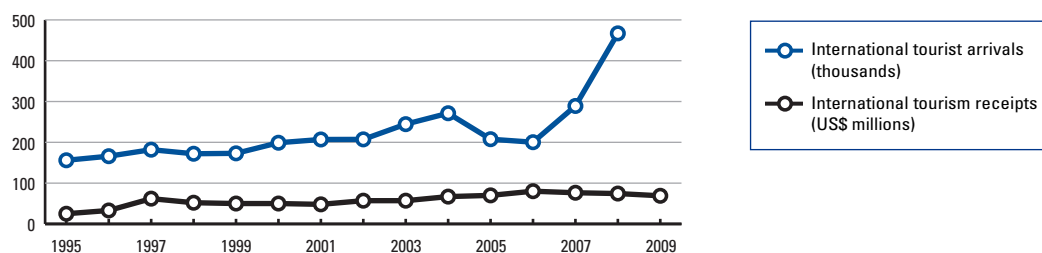
Population (millions), 2009.....	162.2
Surface area (1,000 square kilometers).....	144.0
Gross domestic product (US\$ billions), 2009.....	94.6
Gross domestic product (PPP, US\$) per capita, 2009.....	1,487.3
Real GDP growth (percent), 2009.....	5.6
Environmental Performance Index, 2010 (out of 163 economies).....	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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....118	8.01	Hotel rooms*138
1.02	Property rights113	8.02	Presence of major car rental companies*125
1.03	Business impact of rules on FDI 34	8.03	ATMs accepting Visa cards*124
1.04	Visa requirements*108		
1.05	Openness of bilateral Air Service Agreements*112	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking106	9.01	Extent of business Internet use107
1.07	Time required to start a business*73	9.02	Internet users*138
1.08	Cost to start a business*106	9.03	Telephone lines*128
1.09	GATS commitments*107	9.04	Broadband Internet subscribers*124
		9.05	Mobile telephone subscribers*126
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation126	10.01	Ticket taxes and airport charges*95
2.02	Enforcement of environmental regulation125	10.02	Purchasing power parity* 12
2.03	Sustainability of T&T industry development125	10.03	Extent and effect of taxation54
2.04	Carbon dioxide emissions* 16	10.04	Fuel price levels*78
2.05	Particulate matter concentration*134	10.05	Hotel price index* 42
2.06	Threatened species*113		
2.07	Environmental treaty ratification*65	11th pillar: Human resources	
3rd pillar: Safety and security		11.01	Primary education enrollment*114
3.01	Business costs of terrorism124	11.02	Secondary education enrollment*117
3.02	Reliability of police services123	11.03	Quality of the educational system94
3.03	Business costs of crime and violence118	11.04	Local availability of research and training services127
3.04	Road traffic accidents* 38	11.05	Extent of staff training129
		11.06	Hiring and firing practices 19
4th pillar: Health and hygiene		11.07	Ease of hiring foreign labor122
4.01	Physician density*109	11.08	HIV prevalence* 1
4.02	Access to improved sanitation*102	11.09	Business impact of HIV/AIDS76
4.03	Access to improved drinking water*107	11.10	Life expectancy*104
4.04	Hospital beds*130	12th pillar: Affinity for Travel & Tourism	
5th pillar: Prioritization of Travel & Tourism		12.01	Tourism openness*138
5.01	Government prioritization of the T&T industry123	12.02	Attitude of population toward foreign visitors96
5.02	T&T government expenditure*103	12.03	Extension of business trips recommended118
5.03	Effectiveness of marketing and branding125		
5.04	Comprehensiveness of annual T&T data*101	13th pillar: Natural resources	
5.05	Timeliness of providing monthly/quarterly T&T data*123	13.01	Number of World Heritage natural sites* 43
6th pillar: Air transport infrastructure		13.02	Protected areas*121
6.01	Quality of air transport infrastructure117	13.03	Quality of the natural environment113
6.02	Available seat kilometers, domestic*57	13.04	Total known species* 45
6.03	Available seat kilometers, international*57		
6.04	Departures per 1,000 population*121	14th pillar: Cultural resources	
6.05	Airport density*139	14.01	Number of World Heritage cultural sites*73
6.06	Number of operating airlines*69	14.02	Sports stadiums*130
6.07	International air transport network106	14.03	Number of international fairs and exhibitions*99
7th pillar: Ground transport infrastructure		14.04	Creative industries exports*67
7.01	Quality of roads100		
7.02	Quality of railroad infrastructure71		
7.03	Quality of port infrastructure107		
7.04	Quality of ground transport network121		
7.05	Road density* 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.

Barbados

Key indicators

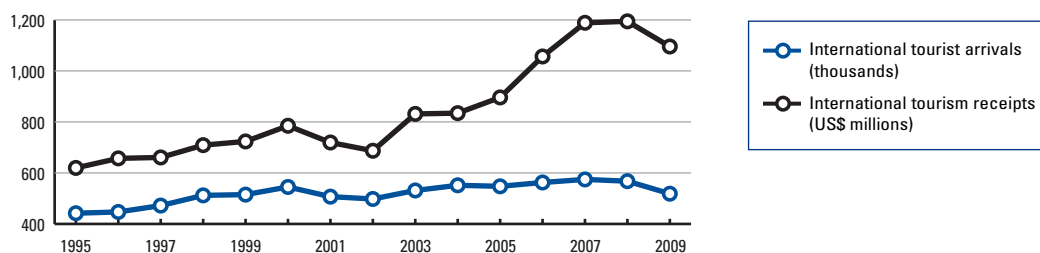
Population (millions), 2009.....	0.3
Surface area (1,000 square kilometers)	0.4
Gross domestic product (US\$ billions), 2009	3.9
Gross domestic product (PPP, US\$) per capita, 2009	22,271.6
Real GDP growth (percent), 2009.....	-5.5
Environmental Performance Index, 2010 (out of 163 economies)	n/a

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), 20091,095.7



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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....52	8.01	Hotel rooms*7
1.02	Property rights22	8.02	Presence of major car rental companies*125
1.03	Business impact of rules on FDI40	8.03	ATMs accepting Visa cards*19
1.04	Visa requirements*5	9th pillar: ICT infrastructure	
1.05	Openness of bilateral Air Service Agreements*24	9.01	Extent of business Internet use44
1.06	Transparency of government policymaking21	9.02	Internet users*38
1.07	Time required to start a business*n/a	9.03	Telephone lines*11
1.08	Cost to start a business*n/a	9.04	Broadband Internet subscribers*25
1.09	GATS commitments*115	9.05	Mobile telephone subscribers*23
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation.....50	10.01	Ticket taxes and airport charges*51
2.02	Enforcement of environmental regulation54	10.02	Purchasing power parity*85
2.03	Sustainability of T&T industry development.....6	10.03	Extent and effect of taxation20
2.04	Carbon dioxide emissions*82	10.04	Fuel price levels*59
2.05	Particulate matter concentration*77	10.05	Hotel price index*107
2.06	Threatened species*10	11th pillar: Human resources	
2.07	Environmental treaty ratification*94	11.01	Primary education enrollment*41
3rd pillar: Safety and security		11.02	Secondary education enrollment*17
3.01	Business costs of terrorism.....68	11.03	Quality of the educational system.....15
3.02	Reliability of police services.....18	11.04	Local availability of research and training services.....70
3.03	Business costs of crime and violence89	11.05	Extent of staff training.....43
3.04	Road traffic accidents*35	11.06	Hiring and firing practices.....82
4th pillar: Health and hygiene		11.07	Ease of hiring foreign labor.....129
4.01	Physician density*81	11.08	HIV prevalence*115
4.02	Access to improved sanitation*1	11.09	Business impact of HIV/AIDS.....112
4.03	Access to improved drinking water*1	11.10	Life expectancy*53
4.04	Hospital beds*12	12th pillar: Affinity for Travel & Tourism	
5th pillar: Prioritization of Travel & Tourism		12.01	Tourism openness*2
5.01	Government prioritization of the T&T industry2	12.02	Attitude of population toward foreign visitors.....22
5.02	T&T government expenditure*4	12.03	Extension of business trips recommended.....19
5.03	Effectiveness of marketing and branding.....6	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*93	13.01	Number of World Heritage natural sites*75
5.05	Timeliness of providing monthly/quarterly T&T data*1	13.02	Protected areas*139
6th pillar: Air transport infrastructure		13.03	Quality of the natural environment.....40
6.01	Quality of air transport infrastructure13	13.04	Total known species*133
6.02	Available seat kilometers, domestic*103	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*83	14.01	Number of World Heritage cultural sites*122
6.04	Departures per 1,000 population*n/a	14.02	Sports stadiums*7
6.05	Airport density*13	14.03	Number of international fairs and exhibitions*95
6.06	Number of operating airlines*104	14.04	Creative industries exports*93
6.07	International air transport network17		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads34		
7.02	Quality of railroad infrastructuren/a		
7.03	Quality of port infrastructure21		
7.04	Quality of ground transport network15		
7.05	Road density*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.

Belgium

Key indicators

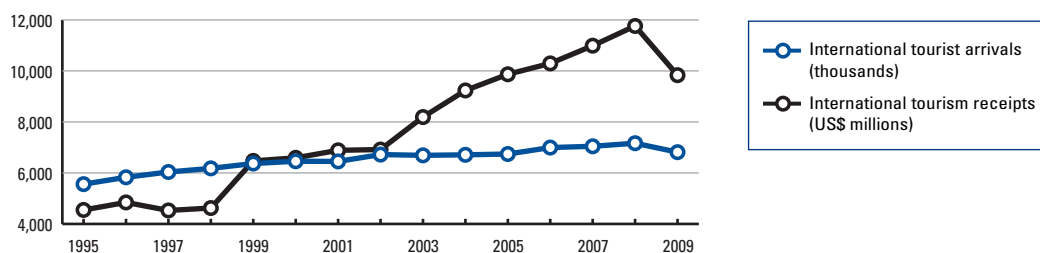
Population (millions), 2009.....	10.8
Surface area (1,000 square kilometers)	30.5
Gross domestic product (US\$ billions), 2009	472.1
Gross domestic product (PPP, US\$) per capita, 2009	35,534.0
Real GDP growth (percent), 2009.....	-2.7
Environmental Performance Index, 2010 (out of 163 economies).....	88

Travel & Tourism indicators

	Percent of total	2011-2020 annual growth (% forecast)
T&T industry, 2010 estimates		
GDP (US\$ millions)	12,434	2.4
Employment (1,000 jobs).....	115	2.6
T&T economy, 2010 estimates		
GDP (US\$ millions)	42,163	8.1
Employment (1,000 jobs).....	393	8.9

Source: World Travel & Tourism Council, TSA Research 2010

International tourist arrivals (thousands), 2009.....6,813.7
International tourism receipts (US\$ millions), 20099,833.3



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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership..... 13	8.01	Hotel rooms*46
1.02	Property rights26	8.02	Presence of major car rental companies*40
1.03	Business impact of rules on FDI32	8.03	ATMs accepting Visa cards*66
1.04	Visa requirements*42		
1.05	Openness of bilateral Air Service Agreements*34	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking62	9.01	Extent of business Internet use28
1.07	Time required to start a business* 7	9.02	Internet users* 17
1.08	Cost to start a business*48	9.03	Telephone lines*23
1.09	GATS commitments*77	9.04	Broadband Internet subscribers* 13
		9.05	Mobile telephone subscribers*42
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation 12	10.01	Ticket taxes and airport charges*89
2.02	Enforcement of environmental regulation 16	10.02	Purchasing power parity*130
2.03	Sustainability of T&T industry development64	10.03	Extent and effect of taxation135
2.04	Carbon dioxide emissions*114	10.04	Fuel price levels*119
2.05	Particulate matter concentration*36	10.05	Hotel price index*76
2.06	Threatened species* 8		
2.07	Environmental treaty ratification* 16	11th pillar: Human resources	
		11.01	Primary education enrollment*24
3rd pillar: Safety and security		11.02	Secondary education enrollment* 12
3.01	Business costs of terrorism47	11.03	Quality of the educational system 7
3.02	Reliability of police services28	11.04	Local availability of research and training services 9
3.03	Business costs of crime and violence26	11.05	Extent of staff training 15
3.04	Road traffic accidents*25	11.06	Hiring and firing practices127
		11.07	Ease of hiring foreign labor58
4th pillar: Health and hygiene		11.08	HIV prevalence*56
4.01	Physician density* 4	11.09	Business impact of HIV/AIDS 18
4.02	Access to improved sanitation* 1	11.10	Life expectancy* 15
4.03	Access to improved drinking water* 1		
4.04	Hospital beds*31	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness*53
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors46
5.01	Government prioritization of the T&T industry83	12.03	Extension of business trips recommended96
5.02	T&T government expenditure*68		
5.03	Effectiveness of marketing and branding78	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*75	13.01	Number of World Heritage natural sites*75
5.05	Timeliness of providing monthly/quarterly T&T data*66	13.02	Protected areas*128
		13.03	Quality of the natural environment54
6th pillar: Air transport infrastructure		13.04	Total known species*112
6.01	Quality of air transport infrastructure 14		
6.02	Available seat kilometers, domestic*98	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*34	14.01	Number of World Heritage cultural sites* 13
6.04	Departures per 1,000 population*24	14.02	Sports stadiums*25
6.05	Airport density*89	14.03	Number of international fairs and exhibitions* 18
6.06	Number of operating airlines* 20	14.04	Creative industries exports* 11
6.07	International air transport network23		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads24		
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		

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

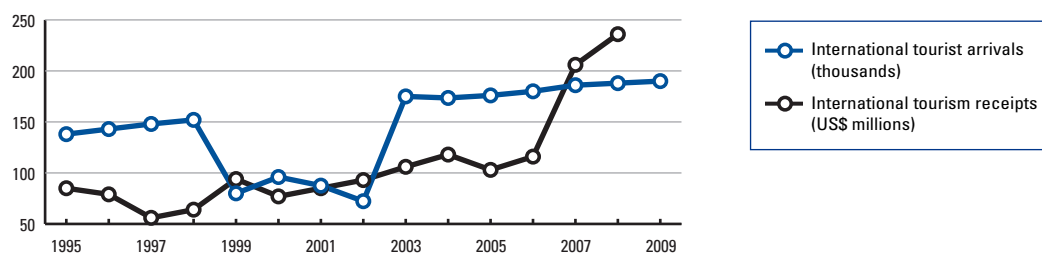
Population (millions), 2009.....	8.9
Surface area (1,000 square kilometers).....	112.6
Gross domestic product (US\$ billions), 2009.....	6.7
Gross domestic product (PPP, US\$) per capita, 2009.....	1,439.8
Real GDP growth (percent), 2009.....	2.5
Environmental Performance Index, 2010 (out of 163 economies).....	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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....90	8.01	Hotel rooms*97
1.02	Property rights55	8.02	Presence of major car rental companies*95
1.03	Business impact of rules on FDI93	8.03	ATMs accepting Visa cards*117
1.04	Visa requirements*120		
1.05	Openness of bilateral Air Service Agreements*126	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking 44	9.01	Extent of business Internet use108
1.07	Time required to start a business*99	9.02	Internet users*128
1.08	Cost to start a business*132	9.03	Telephone lines*121
1.09	GATS commitments* 9	9.04	Broadband Internet subscribers*123
		9.05	Mobile telephone subscribers*108
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation94	10.01	Ticket taxes and airport charges*115
2.02	Enforcement of environmental regulation76	10.02	Purchasing power parity* 39
2.03	Sustainability of T&T industry development62	10.03	Extent and effect of taxation91
2.04	Carbon dioxide emissions* 23	10.04	Fuel price levels*60
2.05	Particulate matter concentration*89	10.05	Hotel price index*n/a
2.06	Threatened species* 20		
2.07	Environmental treaty ratification* 46	11th pillar: Human resources	
		11.01	Primary education enrollment*75
3rd pillar: Safety and security		11.02	Secondary education enrollment*123
3.01	Business costs of terrorism78	11.03	Quality of the educational system 45
3.02	Reliability of police services55	11.04	Local availability of research and training services82
3.03	Business costs of crime and violence99	11.05	Extent of staff training104
3.04	Road traffic accidents*113	11.06	Hiring and firing practices 35
		11.07	Ease of hiring foreign labor 21
4th pillar: Health and hygiene		11.08	HIV prevalence*110
4.01	Physician density*127	11.09	Business impact of HIV/AIDS111
4.02	Access to improved sanitation*129	11.10	Life expectancy*121
4.03	Access to improved drinking water*114		
4.04	Hospital beds*127	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness*76
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors62
5.01	Government prioritization of the T&T industry98	12.03	Extension of business trips recommended 50
5.02	T&T government expenditure*76		
5.03	Effectiveness of marketing and branding87	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*105	13.01	Number of World Heritage natural sites*75
5.05	Timeliness of providing monthly/quarterly T&T data*109	13.02	Protected areas* 14
		13.03	Quality of the natural environment124
6th pillar: Air transport infrastructure		13.04	Total known species*52
6.01	Quality of air transport infrastructure96		
6.02	Available seat kilometers, domestic*103	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*116	14.01	Number of World Heritage cultural sites*89
6.04	Departures per 1,000 population*117	14.02	Sports stadiums*96
6.05	Airport density*133	14.03	Number of international fairs and exhibitions*114
6.06	Number of operating airlines*92	14.04	Creative industries exports*124
6.07	International air transport network104		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads107		
7.02	Quality of railroad infrastructure88		
7.03	Quality of port infrastructure76		
7.04	Quality of ground transport network 46		
7.05	Road density*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.

Bolivia

Key indicators

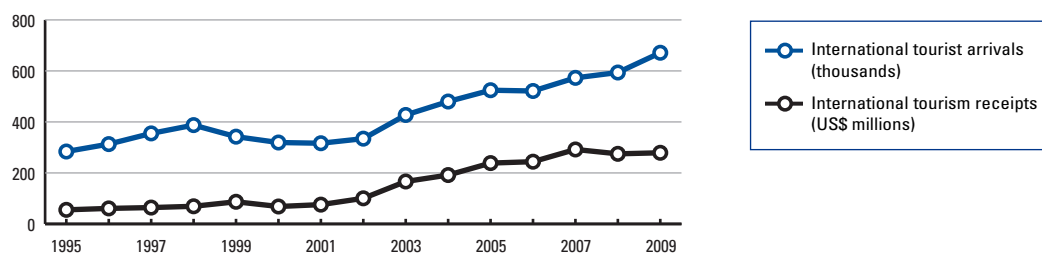
Population (millions), 2009.....	9.9
Surface area (1,000 square kilometers)	1,098.6
Gross domestic product (US\$ billions), 2009	17.5
Gross domestic product (PPP, US\$) per capita, 2009	4,451.1
Real GDP growth (percent), 2009.....	3.4
Environmental Performance Index, 2010 (out of 163 economies).....	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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....131	8.01	Hotel rooms*83
1.02	Property rights137	8.02	Presence of major car rental companies*112
1.03	Business impact of rules on FDI137	8.03	ATMs accepting Visa cards*94
1.04	Visa requirements*90		
1.05	Openness of bilateral Air Service Agreements*69	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking132	9.01	Extent of business Internet use116
1.07	Time required to start a business*121	9.02	Internet users*100
1.08	Cost to start a business*126	9.03	Telephone lines*99
1.09	GATS commitments*85	9.04	Broadband Internet subscribers*79
		9.05	Mobile telephone subscribers*94
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation111	10.01	Ticket taxes and airport charges*124
2.02	Enforcement of environmental regulation121	10.02	Purchasing power parity*16
2.03	Sustainability of T&T industry development129	10.03	Extent and effect of taxation111
2.04	Carbon dioxide emissions*44	10.04	Fuel price levels*23
2.05	Particulate matter concentration*123	10.05	Hotel price index*3
2.06	Threatened species*60		
2.07	Environmental treaty ratification*65	11th pillar: Human resources	
		11.01	Primary education enrollment*83
3rd pillar: Safety and security		11.02	Secondary education enrollment*89
3.01	Business costs of terrorism104	11.03	Quality of the educational system110
3.02	Reliability of police services138	11.04	Local availability of research and training services112
3.03	Business costs of crime and violence110	11.05	Extent of staff training121
3.04	Road traffic accidents*72	11.06	Hiring and firing practices114
		11.07	Ease of hiring foreign labor99
4th pillar: Health and hygiene		11.08	HIV prevalence*56
4.01	Physician density*80	11.09	Business impact of HIV/AIDS87
4.02	Access to improved sanitation*124	11.10	Life expectancy*100
4.03	Access to improved drinking water*95		
4.04	Hospital beds*104	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness*98
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors131
5.01	Government prioritization of the T&T industry132	12.03	Extension of business trips recommended126
5.02	T&T government expenditure*74		
5.03	Effectiveness of marketing and branding131	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*58	13.01	Number of World Heritage natural sites*43
5.05	Timeliness of providing monthly/quarterly T&T data*109	13.02	Protected areas*27
		13.03	Quality of the natural environment74
6th pillar: Air transport infrastructure		13.04	Total known species*8
6.01	Quality of air transport infrastructure103		
6.02	Available seat kilometers, domestic*46	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*101	14.01	Number of World Heritage cultural sites*29
6.04	Departures per 1,000 population*71	14.02	Sports stadiums*71
6.05	Airport density*34	14.03	Number of international fairs and exhibitions*77
6.06	Number of operating airlines*101	14.04	Creative industries exports*76
6.07	International air transport network121		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads121		
7.02	Quality of railroad infrastructure94		
7.03	Quality of port infrastructure127		
7.04	Quality of ground transport network129		
7.05	Road density*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.

Bosnia and Herzegovina

Key indicators

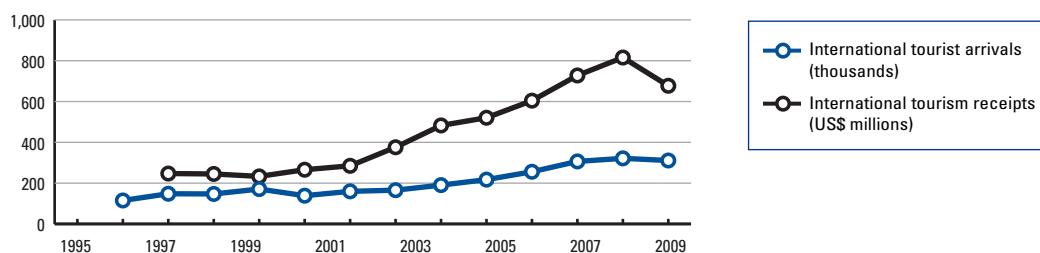
Population (millions), 2009.....	3.8
Surface area (1,000 square kilometers)	51.2
Gross domestic product (US\$ billions), 2009	17.0
Gross domestic product (PPP, US\$) per capita, 2009	7,633.9
Real GDP growth (percent), 2009.....	-3.1
Environmental Performance Index, 2010 (out of 163 economies).....	98

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	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....96	8.01	Hotel rooms*70
1.02	Property rights133	8.02	Presence of major car rental companies* 1
1.03	Business impact of rules on FDI113	8.03	ATMs accepting Visa cards*70
1.04	Visa requirements*73		
1.05	Openness of bilateral Air Service Agreements*75	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking139	9.01	Extent of business Internet use117
1.07	Time required to start a business*122	9.02	Internet users*61
1.08	Cost to start a business*89	9.03	Telephone lines* 49
1.09	GATS commitments*n/a	9.04	Broadband Internet subscribers*58
		9.05	Mobile telephone subscribers*80
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation130	10.01	Ticket taxes and airport charges*113
2.02	Enforcement of environmental regulation119	10.02	Purchasing power parity*61
2.03	Sustainability of T&T industry development136	10.03	Extent and effect of taxation132
2.04	Carbon dioxide emissions*99	10.04	Fuel price levels*72
2.05	Particulate matter concentration* 25	10.05	Hotel price index*n/a
2.06	Threatened species* 38		
2.07	Environmental treaty ratification*125	11th pillar: Human resources	
		11.01	Primary education enrollment*109
3rd pillar: Safety and security		11.02	Secondary education enrollment*59
3.01	Business costs of terrorism 18	11.03	Quality of the educational system102
3.02	Reliability of police services73	11.04	Local availability of research and training services128
3.03	Business costs of crime and violence64	11.05	Extent of staff training136
3.04	Road traffic accidents* 28	11.06	Hiring and firing practices 10
		11.07	Ease of hiring foreign labor57
4th pillar: Health and hygiene		11.08	HIV prevalence* 1
4.01	Physician density*73	11.09	Business impact of HIV/AIDS 4
4.02	Access to improved sanitation* 50	11.10	Life expectancy* 46
4.03	Access to improved drinking water* 40		
4.04	Hospital beds*60	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness*63
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors83
5.01	Government prioritization of the T&T industry136	12.03	Extension of business trips recommended 47
5.02	T&T government expenditure*127		
5.03	Effectiveness of marketing and branding132	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*115	13.01	Number of World Heritage natural sites*75
5.05	Timeliness of providing monthly/quarterly T&T data* 46	13.02	Protected areas*133
		13.03	Quality of the natural environment 45
6th pillar: Air transport infrastructure		13.04	Total known species*107
6.01	Quality of air transport infrastructure138		
6.02	Available seat kilometers, domestic*103	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*131	14.01	Number of World Heritage cultural sites*89
6.04	Departures per 1,000 population*86	14.02	Sports stadiums* 28
6.05	Airport density* 44	14.03	Number of international fairs and exhibitions*90
6.06	Number of operating airlines*115	14.04	Creative industries exports*72
6.07	International air transport network139		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads137		
7.02	Quality of railroad infrastructure95		
7.03	Quality of port infrastructure138		
7.04	Quality of ground transport network123		
7.05	Road density*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.

Botswana

Key indicators

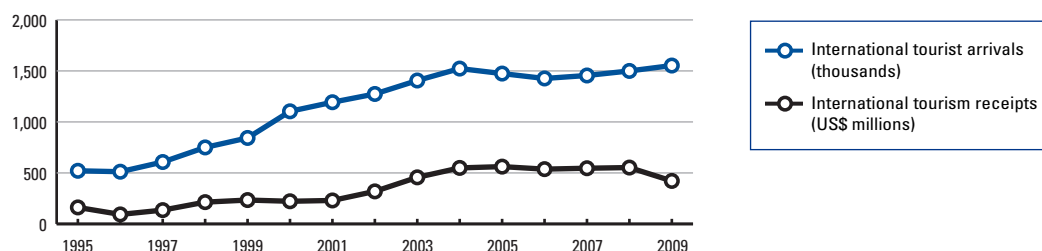
Population (millions), 2009.....	1.9
Surface area (1,000 square kilometers)	581.7
Gross domestic product (US\$ billions), 2009	11.7
Gross domestic product (PPP, US\$) per capita, 2009	14,320.7
Real GDP growth (percent), 2009.....	-3.7
Environmental Performance Index, 2010 (out of 163 economies).....	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), 2009421.6



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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership..... 29	8.01	Hotel rooms*79
1.02	Property rights 35	8.02	Presence of major car rental companies*80
1.03	Business impact of rules on FDI 25	8.03	ATMs accepting Visa cards*84
1.04	Visa requirements* 29		
1.05	Openness of bilateral Air Service Agreements*105	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking 26	9.01	Extent of business Internet use112
1.07	Time required to start a business*126	9.02	Internet users*114
1.08	Cost to start a business* 27	9.03	Telephone lines*104
1.09	GATS commitments*96	9.04	Broadband Internet subscribers*102
		9.05	Mobile telephone subscribers*67
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation52	10.01	Ticket taxes and airport charges* 12
2.02	Enforcement of environmental regulation 45	10.02	Purchasing power parity* 28
2.03	Sustainability of T&T industry development 28	10.03	Extent and effect of taxation 13
2.04	Carbon dioxide emissions*62	10.04	Fuel price levels* 49
2.05	Particulate matter concentration*107	10.05	Hotel price index*n/a
2.06	Threatened species* 15		
2.07	Environmental treaty ratification*117	11th pillar: Human resources	
		11.01	Primary education enrollment*111
3rd pillar: Safety and security		11.02	Secondary education enrollment*87
3.01	Business costs of terrorism 46	11.03	Quality of the educational system 48
3.02	Reliability of police services 43	11.04	Local availability of research and training services108
3.03	Business costs of crime and violence83	11.05	Extent of staff training54
3.04	Road traffic accidents*121	11.06	Hiring and firing practices67
		11.07	Ease of hiring foreign labor123
4th pillar: Health and hygiene		11.08	HIV prevalence*138
4.01	Physician density*105	11.09	Business impact of HIV/AIDS132
4.02	Access to improved sanitation*95	11.10	Life expectancy*114
4.03	Access to improved drinking water*66		
4.04	Hospital beds*89	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness*57
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors116
5.01	Government prioritization of the T&T industry 39	12.03	Extension of business trips recommended87
5.02	T&T government expenditure* 25		
5.03	Effectiveness of marketing and branding75	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*85	13.01	Number of World Heritage natural sites*75
5.05	Timeliness of providing monthly/quarterly T&T data*123	13.02	Protected areas* 6
		13.03	Quality of the natural environment 27
6th pillar: Air transport infrastructure		13.04	Total known species* 48
6.01	Quality of air transport infrastructure94		
6.02	Available seat kilometers, domestic*73	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*135	14.01	Number of World Heritage cultural sites*104
6.04	Departures per 1,000 population*62	14.02	Sports stadiums*57
6.05	Airport density* 21	14.03	Number of international fairs and exhibitions*106
6.06	Number of operating airlines*131	14.04	Creative industries exports*128
6.07	International air transport network119		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads 47		
7.02	Quality of railroad infrastructure 44		
7.03	Quality of port infrastructure86		
7.04	Quality of ground transport network95		
7.05	Road density*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

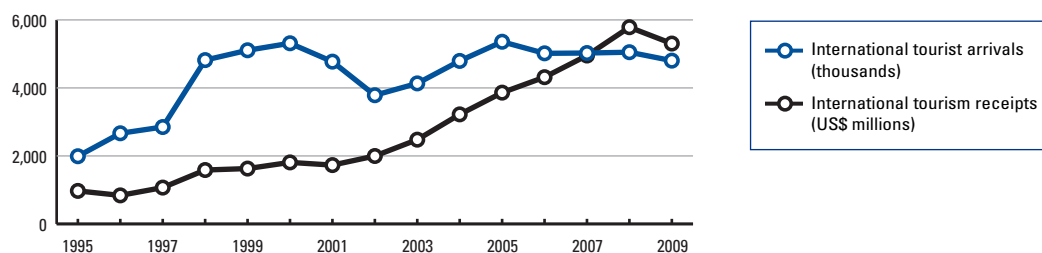
Population (millions), 2009.....	193.7
Surface area (1,000 square kilometers)	8,514.9
Gross domestic product (US\$ billions), 2009	1,574.0
Gross domestic product (PPP, US\$) per capita, 2009	10,498.9
Real GDP growth (percent), 2009.....	-0.2
Environmental Performance Index, 2010 (out of 163 economies).....	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), 20095,304.6



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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....76	8.01	Hotel rooms*91
1.02	Property rights72	8.02	Presence of major car rental companies*64
1.03	Business impact of rules on FDI81	8.03	ATMs accepting Visa cards*62
1.04	Visa requirements*74		
1.05	Openness of bilateral Air Service Agreements* 38	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking87	9.01	Extent of business Internet use 25
1.07	Time required to start a business*135	9.02	Internet users*59
1.08	Cost to start a business*59	9.03	Telephone lines*61
1.09	GATS commitments*114	9.04	Broadband Internet subscribers*61
		9.05	Mobile telephone subscribers*77
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation..... 29	10.01	Ticket taxes and airport charges*97
2.02	Enforcement of environmental regulation61	10.02	Purchasing power parity*104
2.03	Sustainability of T&T industry development.....94	10.03	Extent and effect of taxation139
2.04	Carbon dioxide emissions*55	10.04	Fuel price levels*89
2.05	Particulate matter concentration* 40	10.05	Hotel price index* 34
2.06	Threatened species*104		
2.07	Environmental treaty ratification* 16	11th pillar: Human resources	
3rd pillar: Safety and security		11.01	Primary education enrollment*66
3.01	Business costs of terrorism..... 15	11.02	Secondary education enrollment* 24
3.02	Reliability of police services.....74	11.03	Quality of the educational system.....103
3.03	Business costs of crime and violence123	11.04	Local availability of research and training services 36
3.04	Road traffic accidents*79	11.05	Extent of staff training.....53
		11.06	Hiring and firing practices131
4th pillar: Health and hygiene		11.07	Ease of hiring foreign labor.....109
4.01	Physician density*65	11.08	HIV prevalence*93
4.02	Access to improved sanitation*81	11.09	Business impact of HIV/AIDS.....68
4.03	Access to improved drinking water*57	11.10	Life expectancy*64
4.04	Hospital beds*74	12th pillar: Affinity for Travel & Tourism	
5th pillar: Prioritization of Travel & Tourism		12.01	Tourism openness*131
5.01	Government prioritization of the T&T industry104	12.02	Attitude of population toward foreign visitors 25
5.02	T&T government expenditure*83	12.03	Extension of business trips recommended.....69
5.03	Effectiveness of marketing and branding.....95	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*119	13.01	Number of World Heritage natural sites* 6
5.05	Timeliness of providing monthly/quarterly T&T data*72	13.02	Protected areas* 11
6th pillar: Air transport infrastructure		13.03	Quality of the natural environment..... 44
6.01	Quality of air transport infrastructure93	13.04	Total known species* 1
6.02	Available seat kilometers, domestic* 4	14th pillar: Cultural resources	
6.03	Available seat kilometers, international* 18	14.01	Number of World Heritage cultural sites* 19
6.04	Departures per 1,000 population*60	14.02	Sports stadiums*58
6.05	Airport density*82	14.03	Number of international fairs and exhibitions* 8
6.06	Number of operating airlines* 31	14.04	Creative industries exports* 36
6.07	International air transport network65		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads105		
7.02	Quality of railroad infrastructure87		
7.03	Quality of port infrastructure123		
7.04	Quality of ground transport network74		
7.05	Road density*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.

Brunei Darussalam

Key indicators

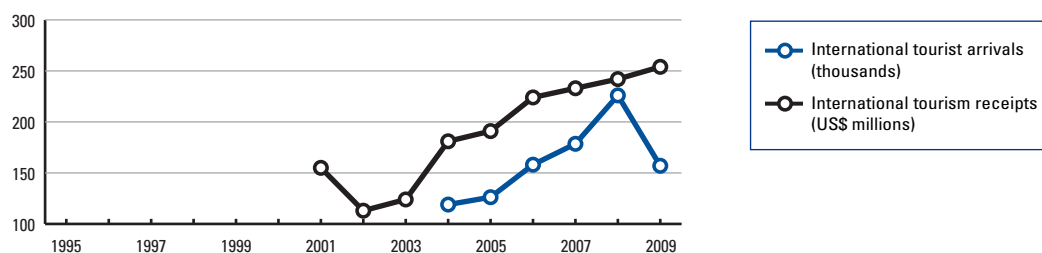
Population (millions), 2009.....	0.4
Surface area (1,000 square kilometers)	5.8
Gross domestic product (US\$ billions), 2009	10.4
Gross domestic product (PPP, US\$) per capita, 2009	47,930.2
Real GDP growth (percent), 2009.....	-0.5
Environmental Performance Index, 2010 (out of 163 economies).....	72

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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....85	8.01	Hotel rooms* 43
1.02	Property rights52	8.02	Presence of major car rental companies*112
1.03	Business impact of rules on FDI70	8.03	ATMs accepting Visa cards*83
1.04	Visa requirements*88	9th pillar: ICT infrastructure	
1.05	Openness of bilateral Air Service Agreements* 14	9.01	Extent of business Internet use59
1.06	Transparency of government policymaking88	9.02	Internet users* 14
1.07	Time required to start a business*134	9.03	Telephone lines*67
1.08	Cost to start a business*76	9.04	Broadband Internet subscribers*66
1.09	GATS commitments*115	9.05	Mobile telephone subscribers*57
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation 47	10.01	Ticket taxes and airport charges* 5
2.02	Enforcement of environmental regulation 39	10.02	Purchasing power parity*59
2.03	Sustainability of T&T industry development 24	10.03	Extent and effect of taxation 15
2.04	Carbon dioxide emissions*131	10.04	Fuel price levels* 11
2.05	Particulate matter concentration*96	10.05	Hotel price index*n/a
2.06	Threatened species*120	11th pillar: Human resources	
2.07	Environmental treaty ratification*133	11.01	Primary education enrollment*74
3rd pillar: Safety and security		11.02	Secondary education enrollment* 34
3.01	Business costs of terrorism 23	11.03	Quality of the educational system 31
3.02	Reliability of police services 36	11.04	Local availability of research and training services115
3.03	Business costs of crime and violence 18	11.05	Extent of staff training60
3.04	Road traffic accidents*52	11.06	Hiring and firing practices 37
4th pillar: Health and hygiene		11.07	Ease of hiring foreign labor98
4.01	Physician density*86	11.08	HIV prevalence* 1
4.02	Access to improved sanitation*66	11.09	Business impact of HIV/AIDS77
4.03	Access to improved drinking water* 39	11.10	Life expectancy* 38
4.04	Hospital beds*72	12th pillar: Affinity for Travel & Tourism	
5th pillar: Prioritization of Travel & Tourism		12.01	Tourism openness* 44
5.01	Government prioritization of the T&T industry79	12.02	Attitude of population toward foreign visitors99
5.02	T&T government expenditure*132	12.03	Extension of business trips recommended114
5.03	Effectiveness of marketing and branding61	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*125	13.01	Number of World Heritage natural sites*75
5.05	Timeliness of providing monthly/quarterly T&T data*123	13.02	Protected areas* 9
6th pillar: Air transport infrastructure		13.03	Quality of the natural environment 20
6.01	Quality of air transport infrastructure60	13.04	Total known species*62
6.02	Available seat kilometers, domestic*103	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*87	14.01	Number of World Heritage cultural sites*122
6.04	Departures per 1,000 population* 11	14.02	Sports stadiums* 31
6.05	Airport density* 18	14.03	Number of international fairs and exhibitions*104
6.06	Number of operating airlines*129	14.04	Creative industries exports*128
6.07	International air transport network64		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads 33		
7.02	Quality of railroad infrastructuren/a		
7.03	Quality of port infrastructure58		
7.04	Quality of ground transport network118		
7.05	Road density* 49		

Bulgaria

Key indicators

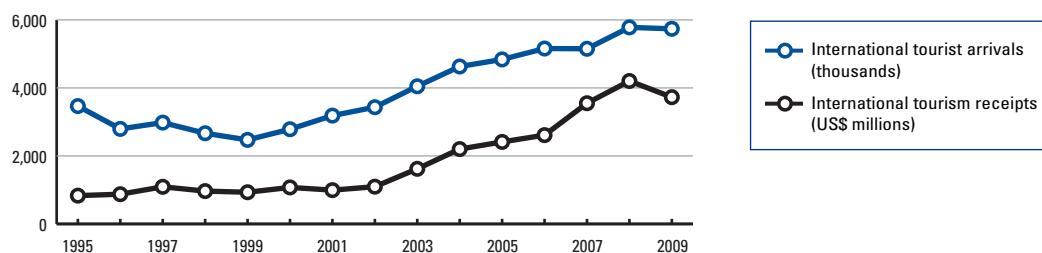
Population (millions), 2009.....	7.6
Surface area (1,000 square kilometers)	111.0
Gross domestic product (US\$ billions), 2009	47.1
Gross domestic product (PPP, US\$) per capita, 2009	11,883.4
Real GDP growth (percent), 2009.....	-5.0
Environmental Performance Index, 2010 (out of 163 economies).....	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), 20093,727.8



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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....102	8.01	Hotel rooms* 13
1.02	Property rights121	8.02	Presence of major car rental companies* 1
1.03	Business impact of rules on FDI126	8.03	ATMs accepting Visa cards* 22
1.04	Visa requirements* 42	<hr/>	
1.05	Openness of bilateral Air Service Agreements*102	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking130	9.01	Extent of business Internet use 39
1.07	Time required to start a business*71	9.02	Internet users*48
1.08	Cost to start a business* 19	9.03	Telephone lines* 43
1.09	GATS commitments*85	9.04	Broadband Internet subscribers* 43
<hr/>		9.05	Mobile telephone subscribers* 16
2nd pillar: Environmental sustainability		<hr/>	
2.01	Stringency of environmental regulation125	10th pillar: Price competitiveness in the T&T industry	
2.02	Enforcement of environmental regulation118	10.01	Ticket taxes and airport charges* 30
2.03	Sustainability of T&T industry development123	10.02	Purchasing power parity* 33
2.04	Carbon dioxide emissions*92	10.03	Extent and effect of taxation83
2.05	Particulate matter concentration*99	10.04	Fuel price levels*93
2.06	Threatened species*58	10.05	Hotel price index* 24
2.07	Environmental treaty ratification* 16	<hr/>	
<hr/>		11th pillar: Human resources	
3rd pillar: Safety and security		11.01	Primary education enrollment*51
3.01	Business costs of terrorism92	11.02	Secondary education enrollment*66
3.02	Reliability of police services111	11.03	Quality of the educational system85
3.03	Business costs of crime and violence103	11.04	Local availability of research and training services80
3.04	Road traffic accidents* 45	11.05	Extent of staff training135
<hr/>		11.06	Hiring and firing practices 42
4th pillar: Health and hygiene		11.07	Ease of hiring foreign labor72
4.01	Physician density* 17	11.08	HIV prevalence* 20
4.02	Access to improved sanitation* 1	11.09	Business impact of HIV/AIDS71
4.03	Access to improved drinking water* 1	11.10	Life expectancy*64
4.04	Hospital beds* 21	<hr/>	
<hr/>		12th pillar: Affinity for Travel & Tourism	
5th pillar: Prioritization of Travel & Tourism		12.01	Tourism openness* 17
5.01	Government prioritization of the T&T industry108	12.02	Attitude of population toward foreign visitors122
5.02	T&T government expenditure*70	12.03	Extension of business trips recommended116
5.03	Effectiveness of marketing and branding110	<hr/>	
5.04	Comprehensiveness of annual T&T data* 15	13th pillar: Natural resources	
5.05	Timeliness of providing monthly/quarterly T&T data* 6	13.01	Number of World Heritage natural sites* 24
<hr/>		13.02	Protected areas*72
6th pillar: Air transport infrastructure		13.03	Quality of the natural environment117
6.01	Quality of air transport infrastructure90	13.04	Total known species*82
6.02	Available seat kilometers, domestic*69	<hr/>	
6.03	Available seat kilometers, international*81	14th pillar: Cultural resources	
6.04	Departures per 1,000 population*74	14.01	Number of World Heritage cultural sites* 25
6.05	Airport density*83	14.02	Sports stadiums* 19
6.06	Number of operating airlines* 47	14.03	Number of international fairs and exhibitions*57
6.07	International air transport network95	14.04	Creative industries exports*55
<hr/>		<hr/>	
7th pillar: Ground transport infrastructure		<hr/>	
7.01	Quality of roads135	<hr/>	
7.02	Quality of railroad infrastructure54	<hr/>	
7.03	Quality of port infrastructure87	<hr/>	
7.04	Quality of ground transport network79	<hr/>	
7.05	Road density*61	<hr/>	

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

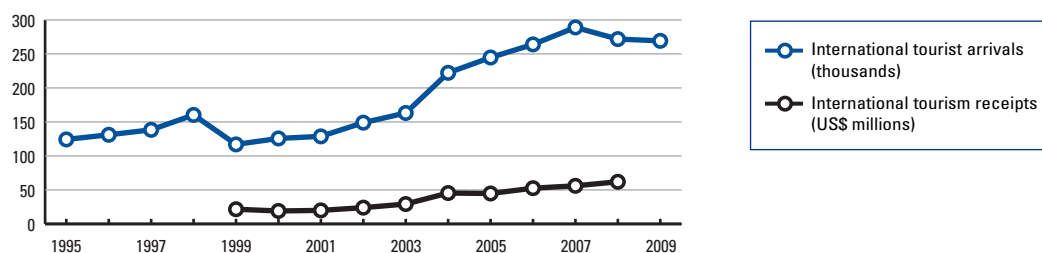
Population (millions), 2009.....	15.8
Surface area (1,000 square kilometers).....	274.0
Gross domestic product (US\$ billions), 2009.....	8.1
Gross domestic product (PPP, US\$) per capita, 2009.....	1,302.6
Real GDP growth (percent), 2009.....	3.2
Environmental Performance Index, 2010 (out of 163 economies).....	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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....101	8.01	Hotel rooms*129
1.02	Property rights78	8.02	Presence of major car rental companies*95
1.03	Business impact of rules on FDI68	8.03	ATMs accepting Visa cards*128
1.04	Visa requirements*117		
1.05	Openness of bilateral Air Service Agreements*131	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking86	9.01	Extent of business Internet use120
1.07	Time required to start a business*57	9.02	Internet users*135
1.08	Cost to start a business*117	9.03	Telephone lines*126
1.09	GATS commitments*52	9.04	Broadband Internet subscribers*116
		9.05	Mobile telephone subscribers*133
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation104	10.01	Ticket taxes and airport charges*130
2.02	Enforcement of environmental regulation97	10.02	Purchasing power parity* 23
2.03	Sustainability of T&T industry development52	10.03	Extent and effect of taxation86
2.04	Carbon dioxide emissions* 8	10.04	Fuel price levels*108
2.05	Particulate matter concentration*119	10.05	Hotel price index*n/a
2.06	Threatened species* 22		
2.07	Environmental treaty ratification*94	11th pillar: Human resources	
3rd pillar: Safety and security		11.01	Primary education enrollment*134
3.01	Business costs of terrorism52	11.02	Secondary education enrollment*138
3.02	Reliability of police services85	11.03	Quality of the educational system129
3.03	Business costs of crime and violence63	11.04	Local availability of research and training services91
3.04	Road traffic accidents*112	11.05	Extent of staff training134
		11.06	Hiring and firing practices55
4th pillar: Health and hygiene		11.07	Ease of hiring foreign labor 42
4.01	Physician density*126	11.08	HIV prevalence*110
4.02	Access to improved sanitation*131	11.09	Business impact of HIV/AIDS113
4.03	Access to improved drinking water*112	11.10	Life expectancy*129
4.04	Hospital beds*112	12th pillar: Affinity for Travel & Tourism	
5th pillar: Prioritization of Travel & Tourism		12.01	Tourism openness*126
5.01	Government prioritization of the T&T industry 38	12.02	Attitude of population toward foreign visitors 16
5.02	T&T government expenditure*110	12.03	Extension of business trips recommended55
5.03	Effectiveness of marketing and branding 45	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*101	13.01	Number of World Heritage natural sites*75
5.05	Timeliness of providing monthly/quarterly T&T data*109	13.02	Protected areas* 44
6th pillar: Air transport infrastructure		13.03	Quality of the natural environment130
6.01	Quality of air transport infrastructure131	13.04	Total known species*61
6.02	Available seat kilometers, domestic*92	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*124	14.01	Number of World Heritage cultural sites*104
6.04	Departures per 1,000 population*118	14.02	Sports stadiums*110
6.05	Airport density*127	14.03	Number of international fairs and exhibitions*87
6.06	Number of operating airlines*120	14.04	Creative industries exports*114
6.07	International air transport network126		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads122		
7.02	Quality of railroad infrastructure92		
7.03	Quality of port infrastructure80		
7.04	Quality of ground transport network113		
7.05	Road density*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.

Burundi

Key indicators

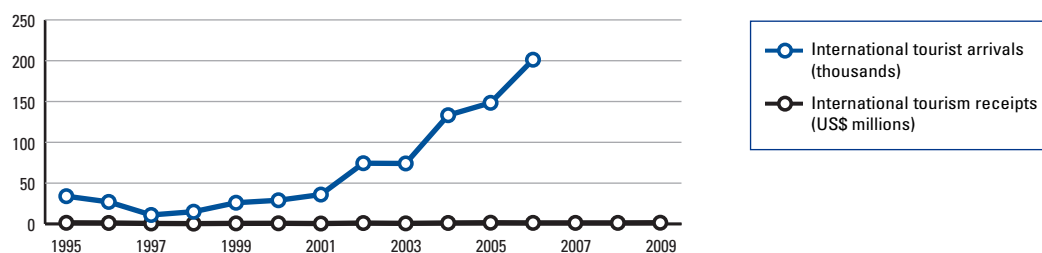
Population (millions), 2009.....	8.3
Surface area (1,000 square kilometers).....	27.8
Gross domestic product (US\$ billions), 2009.....	1.3
Gross domestic product (PPP, US\$) per capita, 2009.....	399.7
Real GDP growth (percent), 2009.....	3.5
Environmental Performance Index, 2010 (out of 163 economies).....	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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....138	8.01	Hotel rooms*139
1.02	Property rights127	8.02	Presence of major car rental companies*125
1.03	Business impact of rules on FDI117	8.03	ATMs accepting Visa cards*138
1.04	Visa requirements*136		
1.05	Openness of bilateral Air Service Agreements*117	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking134	9.01	Extent of business Internet use131
1.07	Time required to start a business*102	9.02	Internet users*131
1.08	Cost to start a business*130	9.03	Telephone lines*135
1.09	GATS commitments* 3	9.04	Broadband Internet subscribers*137
		9.05	Mobile telephone subscribers*138
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation136	10.01	Ticket taxes and airport charges*58
2.02	Enforcement of environmental regulation136	10.02	Purchasing power parity* 18
2.03	Sustainability of T&T industry development135	10.03	Extent and effect of taxation127
2.04	Carbon dioxide emissions* 1	10.04	Fuel price levels*111
2.05	Particulate matter concentration* 50	10.05	Hotel price index*n/a
2.06	Threatened species* 48		
2.07	Environmental treaty ratification*117	11th pillar: Human resources	
		11.01	Primary education enrollment* 13
3rd pillar: Safety and security		11.02	Secondary education enrollment*137
3.01	Business costs of terrorism130	11.03	Quality of the educational system134
3.02	Reliability of police services135	11.04	Local availability of research and training services138
3.03	Business costs of crime and violence129	11.05	Extent of staff training133
3.04	Road traffic accidents*93	11.06	Hiring and firing practices86
		11.07	Ease of hiring foreign labor83
4th pillar: Health and hygiene		11.08	HIV prevalence*123
4.01	Physician density*133	11.09	Business impact of HIV/AIDS129
4.02	Access to improved sanitation*111	11.10	Life expectancy*131
4.03	Access to improved drinking water*116		
4.04	Hospital beds*120	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness*69
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors111
5.01	Government prioritization of the T&T industry126	12.03	Extension of business trips recommended106
5.02	T&T government expenditure*131		
5.03	Effectiveness of marketing and branding135	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*130	13.01	Number of World Heritage natural sites*75
5.05	Timeliness of providing monthly/quarterly T&T data*123	13.02	Protected areas*99
		13.03	Quality of the natural environment137
6th pillar: Air transport infrastructure		13.04	Total known species* 47
6.01	Quality of air transport infrastructure121		
6.02	Available seat kilometers, domestic*103	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*136	14.01	Number of World Heritage cultural sites*122
6.04	Departures per 1,000 population*n/a	14.02	Sports stadiums*126
6.05	Airport density*131	14.03	Number of international fairs and exhibitions*132
6.06	Number of operating airlines*131	14.04	Creative industries exports*127
6.07	International air transport network120		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads120		
7.02	Quality of railroad infrastructuren/a		
7.03	Quality of port infrastructure120		
7.04	Quality of ground transport network78		
7.05	Road density*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.

Cambodia

Key indicators

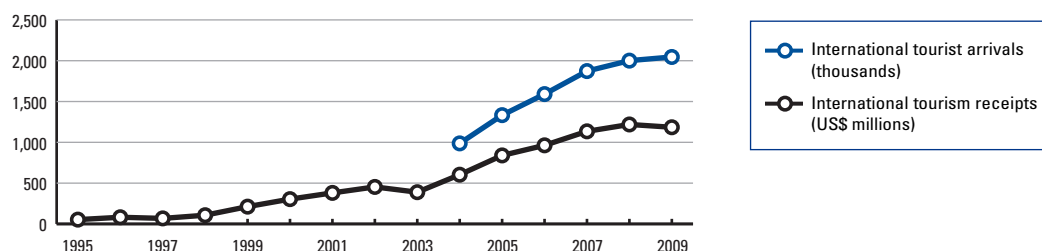
Population (millions), 2009.....	14.8
Surface area (1,000 square kilometers)	181.0
Gross domestic product (US\$ billions), 2009	10.9
Gross domestic product (PPP, US\$) per capita, 2009	1,993.1
Real GDP growth (percent), 2009.....	-2.0
Environmental Performance Index, 2010 (out of 163 economies).....	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), 20091,184.6



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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....91	8.01	Hotel rooms*80
1.02	Property rights110	8.02	Presence of major car rental companies*133
1.03	Business impact of rules on FDI 37	8.03	ATMs accepting Visa cards*115
1.04	Visa requirements* 15	9th pillar: ICT infrastructure	
1.05	Openness of bilateral Air Service Agreements*89	9.01	Extent of business Internet use88
1.06	Transparency of government policymaking125	9.02	Internet users*137
1.07	Time required to start a business*132	9.03	Telephone lines*136
1.08	Cost to start a business*129	9.04	Broadband Internet subscribers*107
1.09	GATS commitments* 39	9.05	Mobile telephone subscribers*121
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation106	10.01	Ticket taxes and airport charges*62
2.02	Enforcement of environmental regulation96	10.02	Purchasing power parity* 3
2.03	Sustainability of T&T industry development60	10.03	Extent and effect of taxation61
2.04	Carbon dioxide emissions* 18	10.04	Fuel price levels*55
2.05	Particulate matter concentration*88	10.05	Hotel price index* 47
2.06	Threatened species*116	11th pillar: Human resources	
2.07	Environmental treaty ratification*94	11.01	Primary education enrollment*103
3rd pillar: Safety and security		11.02	Secondary education enrollment*120
3.01	Business costs of terrorism107	11.03	Quality of the educational system82
3.02	Reliability of police services115	11.04	Local availability of research and training services111
3.03	Business costs of crime and violence95	11.05	Extent of staff training92
3.04	Road traffic accidents* 33	11.06	Hiring and firing practices 45
4th pillar: Health and hygiene		11.07	Ease of hiring foreign labor 40
4.01	Physician density*113	11.08	HIV prevalence*88
4.02	Access to improved sanitation*121	11.09	Business impact of HIV/AIDS114
4.03	Access to improved drinking water*124	11.10	Life expectancy*111
4.04	Hospital beds*137	12th pillar: Affinity for Travel & Tourism	
5th pillar: Prioritization of Travel & Tourism		12.01	Tourism openness* 16
5.01	Government prioritization of the T&T industry 34	12.02	Attitude of population toward foreign visitors65
5.02	T&T government expenditure* 10	12.03	Extension of business trips recommended70
5.03	Effectiveness of marketing and branding52	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*58	13.01	Number of World Heritage natural sites*75
5.05	Timeliness of providing monthly/quarterly T&T data* 12	13.02	Protected areas* 19
6th pillar: Air transport infrastructure		13.03	Quality of the natural environment85
6.01	Quality of air transport infrastructure83	13.04	Total known species* 50
6.02	Available seat kilometers, domestic*71	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*93	14.01	Number of World Heritage cultural sites*62
6.04	Departures per 1,000 population*112	14.02	Sports stadiums*122
6.05	Airport density*125	14.03	Number of international fairs and exhibitions*99
6.06	Number of operating airlines*86	14.04	Creative industries exports*100
6.07	International air transport network96		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads73		
7.02	Quality of railroad infrastructure99		
7.03	Quality of port infrastructure82		
7.04	Quality of ground transport network109		
7.05	Road density*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.

Cameroon

Key indicators

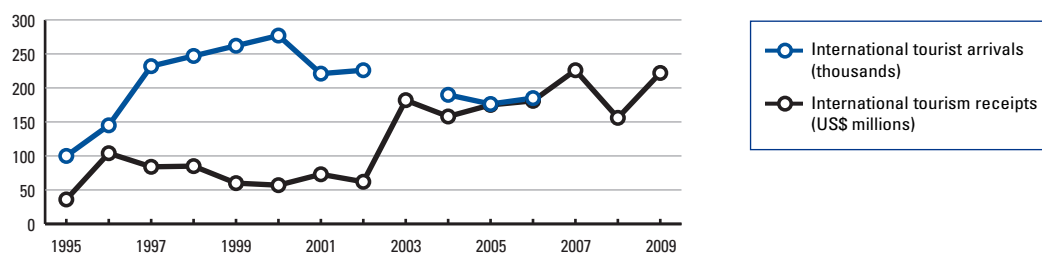
Population (millions), 2009.....	19.5
Surface area (1,000 square kilometers).....	475.4
Gross domestic product (US\$ billions), 2009.....	22.2
Gross domestic product (PPP, US\$) per capita, 2009.....	2,143.8
Real GDP growth (percent), 2009.....	2.0
Environmental Performance Index, 2010 (out of 163 economies).....	133

Travel & Tourism indicators

	Percent of total	2011–2020 annual growth (% forecast)
T&T industry, 2010 estimates		
GDP (US\$ millions).....	1.6	6.3
Employment (1,000 jobs).....	1.3	3.7
T&T economy, 2010 estimates		
GDP (US\$ millions).....	4.0	6.3
Employment (1,000 jobs).....	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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership..... 41	8.01	Hotel rooms*100
1.02	Property rights96	8.02	Presence of major car rental companies*95
1.03	Business impact of rules on FDI108	8.03	ATMs accepting Visa cards*129
1.04	Visa requirements*134		
1.05	Openness of bilateral Air Service Agreements*64	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking117	9.01	Extent of business Internet use101
1.07	Time required to start a business*73	9.02	Internet users*122
1.08	Cost to start a business*118	9.03	Telephone lines*115
1.09	GATS commitments*104	9.04	Broadband Internet subscribers*135
		9.05	Mobile telephone subscribers*122
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation108	10.01	Ticket taxes and airport charges*131
2.02	Enforcement of environmental regulation100	10.02	Purchasing power parity* 45
2.03	Sustainability of T&T industry development122	10.03	Extent and effect of taxation119
2.04	Carbon dioxide emissions* 20	10.04	Fuel price levels*75
2.05	Particulate matter concentration*103	10.05	Hotel price index*84
2.06	Threatened species*110		
2.07	Environmental treaty ratification* 46	11th pillar: Human resources	
		11.01	Primary education enrollment*81
3rd pillar: Safety and security		11.02	Secondary education enrollment*118
3.01	Business costs of terrorism70	11.03	Quality of the educational system79
3.02	Reliability of police services103	11.04	Local availability of research and training services96
3.03	Business costs of crime and violence81	11.05	Extent of staff training93
3.04	Road traffic accidents*105	11.06	Hiring and firing practices 16
		11.07	Ease of hiring foreign labor 16
4th pillar: Health and hygiene		11.08	HIV prevalence*127
4.01	Physician density*112	11.09	Business impact of HIV/AIDS117
4.02	Access to improved sanitation*110	11.10	Life expectancy*124
4.03	Access to improved drinking water*115		
4.04	Hospital beds*96	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness*108
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors60
5.01	Government prioritization of the T&T industry118	12.03	Extension of business trips recommended62
5.02	T&T government expenditure*112		
5.03	Effectiveness of marketing and branding130	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*126	13.01	Number of World Heritage natural sites* 43
5.05	Timeliness of providing monthly/quarterly T&T data*123	13.02	Protected areas*71
		13.03	Quality of the natural environment83
6th pillar: Air transport infrastructure		13.04	Total known species* 15
6.01	Quality of air transport infrastructure122		
6.02	Available seat kilometers, domestic*95	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*100	14.01	Number of World Heritage cultural sites*122
6.04	Departures per 1,000 population*103	14.02	Sports stadiums*102
6.05	Airport density*120	14.03	Number of international fairs and exhibitions*85
6.06	Number of operating airlines*91	14.04	Creative industries exports*122
6.07	International air transport network111		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads116		
7.02	Quality of railroad infrastructure75		
7.03	Quality of port infrastructure110		
7.04	Quality of ground transport network66		
7.05	Road density*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.

Canada

Key indicators

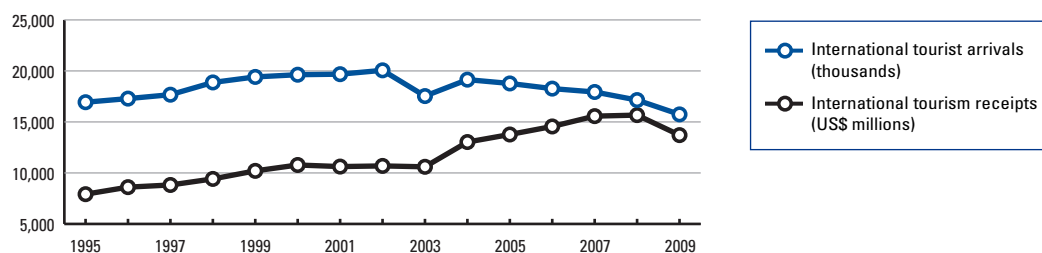
Population (millions), 2009.....	33.7
Surface area (1,000 square kilometers).....	9,984.7
Gross domestic product (US\$ billions), 2009.....	1,336.1
Gross domestic product (PPP, US\$) per capita, 2009.....	37,947.0
Real GDP growth (percent), 2009.....	-2.5
Environmental Performance Index, 2010 (out of 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), 200913,707.0



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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01 Prevalence of foreign ownership.....	11	8.01 Hotel rooms*	21
1.02 Property rights	10	8.02 Presence of major car rental companies*	40
1.03 Business impact of rules on FDI	48	8.03 ATMs accepting Visa cards*	24
1.04 Visa requirements*	85		
1.05 Openness of bilateral Air Service Agreements*	10	9th pillar: ICT infrastructure	
1.06 Transparency of government policymaking	11	9.01 Extent of business Internet use	8
1.07 Time required to start a business*	9	9.02 Internet users*	11
1.08 Cost to start a business*	3	9.03 Telephone lines*	12
1.09 GATS commitments*	46	9.04 Broadband Internet subscribers*	10
		9.05 Mobile telephone subscribers*	95
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01 Stringency of environmental regulation	26	10.01 Ticket taxes and airport charges*	125
2.02 Enforcement of environmental regulation	18	10.02 Purchasing power parity*	123
2.03 Sustainability of T&T industry development	43	10.03 Extent and effect of taxation	48
2.04 Carbon dioxide emissions*	128	10.04 Fuel price levels*	30
2.05 Particulate matter concentration*	15	10.05 Hotel price index*	55
2.06 Threatened species*	47		
2.07 Environmental treaty ratification*	46	11th pillar: Human resources	
		11.01 Primary education enrollment*	9
3rd pillar: Safety and security		11.02 Secondary education enrollment*	22
3.01 Business costs of terrorism.....	96	11.03 Quality of the educational system	5
3.02 Reliability of police services.....	7	11.04 Local availability of research and training services	11
3.03 Business costs of crime and violence	49	11.05 Extent of staff training	12
3.04 Road traffic accidents*	18	11.06 Hiring and firing practices	15
		11.07 Ease of hiring foreign labor.....	75
4th pillar: Health and hygiene		11.08 HIV prevalence*	68
4.01 Physician density*	60	11.09 Business impact of HIV/AIDS	25
4.02 Access to improved sanitation*	1	11.10 Life expectancy*	7
4.03 Access to improved drinking water*	1		
4.04 Hospital beds*	52	12th pillar: Affinity for Travel & Tourism	
		12.01 Tourism openness*	103
5th pillar: Prioritization of Travel & Tourism		12.02 Attitude of population toward foreign visitors	6
5.01 Government prioritization of the T&T industry	50	12.03 Extension of business trips recommended	23
5.02 T&T government expenditure*	49		
5.03 Effectiveness of marketing and branding	53	13th pillar: Natural resources	
5.04 Comprehensiveness of annual T&T data*	72	13.01 Number of World Heritage natural sites*	4
5.05 Timeliness of providing monthly/quarterly T&T data*	46	13.02 Protected areas*	84
		13.03 Quality of the natural environment	8
6th pillar: Air transport infrastructure		13.04 Total known species*	44
6.01 Quality of air transport infrastructure	23		
6.02 Available seat kilometers, domestic*	8	14th pillar: Cultural resources	
6.03 Available seat kilometers, international*	13	14.01 Number of World Heritage cultural sites*	44
6.04 Departures per 1,000 population*	9	14.02 Sports stadiums*	39
6.05 Airport density*	4	14.03 Number of international fairs and exhibitions*	10
6.06 Number of operating airlines*	9	14.04 Creative industries exports*	12
6.07 International air transport network	14		
		7th pillar: Ground transport infrastructure	
7.01 Quality of roads	17	7.01 Quality of roads	17
7.02 Quality of railroad infrastructure	16	7.02 Quality of railroad infrastructure	16
7.03 Quality of port infrastructure	14	7.03 Quality of port infrastructure	14
7.04 Quality of ground transport network	20	7.04 Quality of ground transport network	20
7.05 Road density*	96	7.05 Road density*	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.

Cape Verde

Key indicators

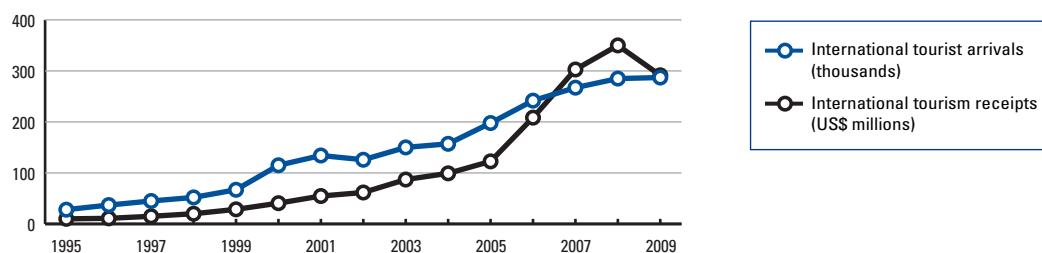
Population (millions), 2009.....	0.5
Surface area (1,000 square kilometers)	4.0
Gross domestic product (US\$ billions), 2009	1.6
Gross domestic product (PPP, US\$) per capita, 2009	3,455.2
Real GDP growth (percent), 2009.....	3.0
Environmental Performance Index, 2010 (out of 163 economies)	n/a

Travel & Tourism indicators

	Percent of total	2011–2020 annual growth (% forecast)
T&T industry, 2010 estimates		
GDP (US\$ millions)	10.9	8.5
Employment (1,000 jobs).....	10.0	6.0
T&T economy, 2010 estimates		
GDP (US\$ millions)	21.9	7.9
Employment (1,000 jobs).....	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		
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		
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		
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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....67	8.01	Hotel rooms* 19
1.02	Property rights100	8.02	Presence of major car rental companies*95
1.03	Business impact of rules on FDI72	8.03	ATMs accepting Visa cards*68
1.04	Visa requirements*117	9th pillar: ICT infrastructure	
1.05	Openness of bilateral Air Service Agreements* 16	9.01	Extent of business Internet use86
1.06	Transparency of government policymaking 50	9.02	Internet users*73
1.07	Time required to start a business* 44	9.03	Telephone lines*85
1.08	Cost to start a business*91	9.04	Broadband Internet subscribers*84
1.09	GATS commitments*n/a	9.05	Mobile telephone subscribers*106
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation90	10.01	Ticket taxes and airport charges* 36
2.02	Enforcement of environmental regulation110	10.02	Purchasing power parity*108
2.03	Sustainability of T&T industry development79	10.03	Extent and effect of taxation94
2.04	Carbon dioxide emissions* 27	10.04	Fuel price levels*137
2.05	Particulate matter concentration* 45	10.05	Hotel price index*n/a
2.06	Threatened species*92	11th pillar: Human resources	
2.07	Environmental treaty ratification*65	11.01	Primary education enrollment*121
3rd pillar: Safety and security		11.02	Secondary education enrollment*88
3.01	Business costs of terrorism72	11.03	Quality of the educational system65
3.02	Reliability of police services63	11.04	Local availability of research and training services129
3.03	Business costs of crime and violence96	11.05	Extent of staff training120
3.04	Road traffic accidents*97	11.06	Hiring and firing practices109
4th pillar: Health and hygiene		11.07	Ease of hiring foreign labor 22
4.01	Physician density*98	11.08	HIV prevalence*99
4.02	Access to improved sanitation*100	11.09	Business impact of HIV/AIDS85
4.03	Access to improved drinking water*101	11.10	Life expectancy*84
4.04	Hospital beds*79	12th pillar: Affinity for Travel & Tourism	
5th pillar: Prioritization of Travel & Tourism		12.01	Tourism openness* 4
5.01	Government prioritization of the T&T industry 35	12.02	Attitude of population toward foreign visitors61
5.02	T&T government expenditure* 23	12.03	Extension of business trips recommended109
5.03	Effectiveness of marketing and branding97	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*105	13.01	Number of World Heritage natural sites*75
5.05	Timeliness of providing monthly/quarterly T&T data*72	13.02	Protected areas*115
6th pillar: Air transport infrastructure		13.03	Quality of the natural environment92
6.01	Quality of air transport infrastructure82	13.04	Total known species*138
6.02	Available seat kilometers, domestic*72	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*106	14.01	Number of World Heritage cultural sites*104
6.04	Departures per 1,000 population*n/a	14.02	Sports stadiums*139
6.05	Airport density* 2	14.03	Number of international fairs and exhibitions*132
6.06	Number of operating airlines*124	14.04	Creative industries exports*125
6.07	International air transport network79		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads68		
7.02	Quality of railroad infrastructuren/a		
7.03	Quality of port infrastructure102		
7.04	Quality of ground transport network102		
7.05	Road density*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.

Chad

Key indicators

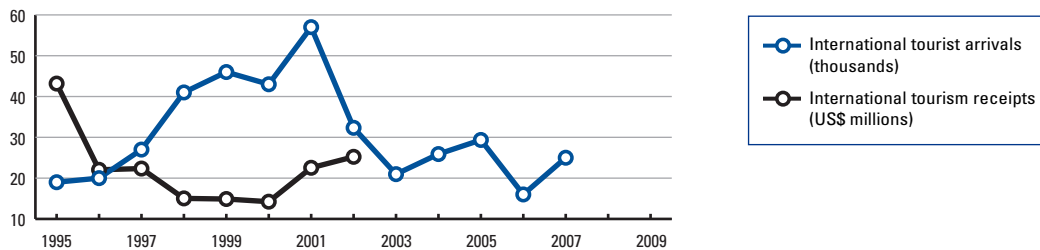
Population (millions), 2009.....	11.2
Surface area (1,000 square kilometers)	1,284.0
Gross domestic product (US\$ billions), 2009	6.9
Gross domestic product (PPP, US\$) per capita, 2009	1,609.7
Real GDP growth (percent), 2009.....	-1.6
Environmental Performance Index, 2010 (out of 163 economies).....	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), 200225.2



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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....134	8.01	Hotel rooms*135
1.02	Property rights136	8.02	Presence of major car rental companies*125
1.03	Business impact of rules on FDI132	8.03	ATMs accepting Visa cards*134
1.04	Visa requirements*121		
1.05	Openness of bilateral Air Service Agreements*72	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking138	9.01	Extent of business Internet use139
1.07	Time required to start a business*130	9.02	Internet users*134
1.08	Cost to start a business*136	9.03	Telephone lines*133
1.09	GATS commitments*7	9.04	Broadband Internet subscribers*138
		9.05	Mobile telephone subscribers*135
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation69	10.01	Ticket taxes and airport charges*138
2.02	Enforcement of environmental regulation48	10.02	Purchasing power parity*25
2.03	Sustainability of T&T industry development108	10.03	Extent and effect of taxation129
2.04	Carbon dioxide emissions*2	10.04	Fuel price levels*97
2.05	Particulate matter concentration*128	10.05	Hotel price index*72
2.06	Threatened species*44		
2.07	Environmental treaty ratification*94	11th pillar: Human resources	
3rd pillar: Safety and security		11.01	Primary education enrollment*136
3.01	Business costs of terrorism114	11.02	Secondary education enrollment*135
3.02	Reliability of police services131	11.03	Quality of the educational system97
3.03	Business costs of crime and violence114	11.04	Local availability of research and training services131
3.04	Road traffic accidents*123	11.05	Extent of staff training125
4th pillar: Health and hygiene		11.06	Hiring and firing practices72
4.01	Physician density*131	11.07	Ease of hiring foreign labor84
4.02	Access to improved sanitation*133	11.08	HIV prevalence*124
4.03	Access to improved drinking water*130	11.09	Business impact of HIV/AIDS133
4.04	Hospital beds*130	11.10	Life expectancy*137
5th pillar: Prioritization of Travel & Tourism		12th pillar: Affinity for Travel & Tourism	
5.01	Government prioritization of the T&T industry121	12.01	Tourism openness*64
5.02	T&T government expenditure*56	12.02	Attitude of population toward foreign visitors119
5.03	Effectiveness of marketing and branding123	12.03	Extension of business trips recommended137
5.04	Comprehensiveness of annual T&T data*134		
5.05	Timeliness of providing monthly/quarterly T&T data*123	13th pillar: Natural resources	
6th pillar: Air transport infrastructure		13.01	Number of World Heritage natural sites*75
6.01	Quality of air transport infrastructure136	13.02	Protected areas*68
6.02	Available seat kilometers, domestic*103	13.03	Quality of the natural environment135
6.03	Available seat kilometers, international*128	13.04	Total known species*55
6.04	Departures per 1,000 population*120	14th pillar: Cultural resources	
6.05	Airport density*134	14.01	Number of World Heritage cultural sites*122
6.06	Number of operating airlines*134	14.02	Sports stadiums*132
6.07	International air transport network124	14.03	Number of international fairs and exhibitions*n/a
7th pillar: Ground transport infrastructure		14.04	Creative industries exports*n/a
7.01	Quality of roads126		
7.02	Quality of railroad infrastructuren/a		
7.03	Quality of port infrastructure133		
7.04	Quality of ground transport network130		
7.05	Road density*132		

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

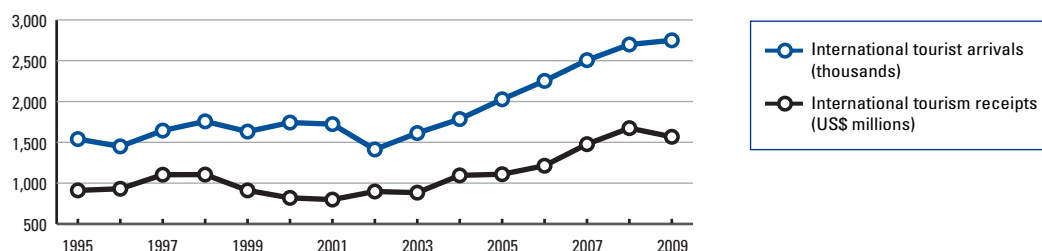
Population (millions), 2009.....	17.0
Surface area (1,000 square kilometers)	756.1
Gross domestic product (US\$ billions), 2009	161.6
Gross domestic product (PPP, US\$) per capita, 2009	14,315.8
Real GDP growth (percent), 2009.....	-1.5
Environmental Performance Index, 2010 (out of 163 economies).....	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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership..... 9	8.01	Hotel rooms*61
1.02	Property rights 37	8.02	Presence of major car rental companies*64
1.03	Business impact of rules on FDI 12	8.03	ATMs accepting Visa cards*59
1.04	Visa requirements* 17		
1.05	Openness of bilateral Air Service Agreements* 12	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking 10	9.01	Extent of business Internet use 34
1.07	Time required to start a business*83	9.02	Internet users*54
1.08	Cost to start a business*57	9.03	Telephone lines*63
1.09	GATS commitments*82	9.04	Broadband Internet subscribers* 49
		9.05	Mobile telephone subscribers*66
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation 42	10.01	Ticket taxes and airport charges*56
2.02	Enforcement of environmental regulation 38	10.02	Purchasing power parity*92
2.03	Sustainability of T&T industry development88	10.03	Extent and effect of taxation 19
2.04	Carbon dioxide emissions*73	10.04	Fuel price levels*56
2.05	Particulate matter concentration*92	10.05	Hotel price index* 38
2.06	Threatened species*123		
2.07	Environmental treaty ratification* 30	11th pillar: Human resources	
		11.01	Primary education enrollment*57
3rd pillar: Safety and security		11.02	Secondary education enrollment*60
3.01	Business costs of terrorism 21	11.03	Quality of the educational system100
3.02	Reliability of police services 5	11.04	Local availability of research and training services 31
3.03	Business costs of crime and violence78	11.05	Extent of staff training 33
3.04	Road traffic accidents* 50	11.06	Hiring and firing practices111
		11.07	Ease of hiring foreign labor 27
4th pillar: Health and hygiene		11.08	HIV prevalence*79
4.01	Physician density*88	11.09	Business impact of HIV/AIDS 32
4.02	Access to improved sanitation* 46	11.10	Life expectancy* 31
4.03	Access to improved drinking water*62		
4.04	Hospital beds*75	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness*118
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors85
5.01	Government prioritization of the T&T industry113	12.03	Extension of business trips recommended 34
5.02	T&T government expenditure* 48		
5.03	Effectiveness of marketing and branding94	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data* 28	13.01	Number of World Heritage natural sites*75
5.05	Timeliness of providing monthly/quarterly T&T data* 12	13.02	Protected areas* 49
		13.03	Quality of the natural environment80
6th pillar: Air transport infrastructure		13.04	Total known species*57
6.01	Quality of air transport infrastructure 26		
6.02	Available seat kilometers, domestic* 26	14th pillar: Cultural resources	
6.03	Available seat kilometers, international* 49	14.01	Number of World Heritage cultural sites* 44
6.04	Departures per 1,000 population* 44	14.02	Sports stadiums* 50
6.05	Airport density* 47	14.03	Number of international fairs and exhibitions* 36
6.06	Number of operating airlines*79	14.04	Creative industries exports*64
6.07	International air transport network 19		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads 12		
7.02	Quality of railroad infrastructure77		
7.03	Quality of port infrastructure 24		
7.04	Quality of ground transport network 22		
7.05	Road density*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.

China

Key indicators

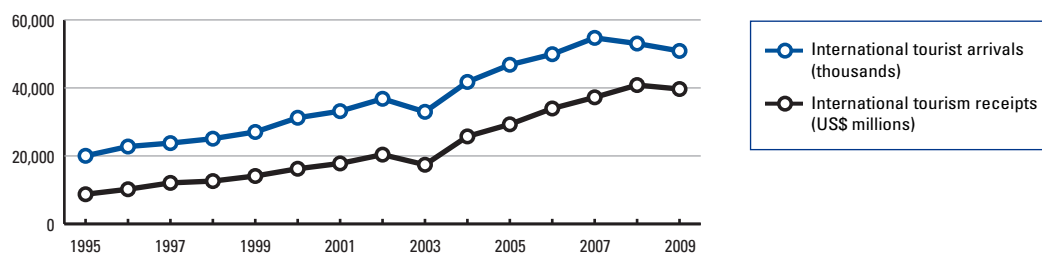
Population (millions), 2009.....	1,331.5
Surface area (1,000 square kilometers).....	9,598.1
Gross domestic product (US\$ billions), 2009.....	4,984.7
Gross domestic product (PPP, US\$) per capita, 2009.....	6,778.1
Real GDP growth (percent), 2009.....	9.1
Environmental Performance Index, 2010 (out of 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), 200939,675.0



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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....103	8.01	Hotel rooms*103
1.02	Property rights 38	8.02	Presence of major car rental companies*80
1.03	Business impact of rules on FDI 18	8.03	ATMs accepting Visa cards*90
1.04	Visa requirements*131		
1.05	Openness of bilateral Air Service Agreements*116	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking 38	9.01	Extent of business Internet use53
1.07	Time required to start a business*111	9.02	Internet users*75
1.08	Cost to start a business*42	9.03	Telephone lines*55
1.09	GATS commitments* 37	9.04	Broadband Internet subscribers*56
		9.05	Mobile telephone subscribers*111
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation.....57	10.01	Ticket taxes and airport charges* 24
2.02	Enforcement of environmental regulation53	10.02	Purchasing power parity*66
2.03	Sustainability of T&T industry development..... 25	10.03	Extent and effect of taxation 29
2.04	Carbon dioxide emissions*79	10.04	Fuel price levels*58
2.05	Particulate matter concentration*112	10.05	Hotel price index* 27
2.06	Threatened species*124		
2.07	Environmental treaty ratification* 30	11th pillar: Human resources	
		11.01	Primary education enrollment* 8
3rd pillar: Safety and security		11.02	Secondary education enrollment*94
3.01	Business costs of terrorism.....79	11.03	Quality of the educational system53
3.02	Reliability of police services.....51	11.04	Local availability of research and training services50
3.03	Business costs of crime and violence47	11.05	Extent of staff training.....57
3.04	Road traffic accidents*71	11.06	Hiring and firing practices62
		11.07	Ease of hiring foreign labor..... 14
4th pillar: Health and hygiene		11.08	HIV prevalence* 20
4.01	Physician density*73	11.09	Business impact of HIV/AIDS56
4.02	Access to improved sanitation*98	11.10	Life expectancy*53
4.03	Access to improved drinking water*86		
4.04	Hospital beds*60	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness*122
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors110
5.01	Government prioritization of the T&T industry75	12.03	Extension of business trips recommended105
5.02	T&T government expenditure*55		
5.03	Effectiveness of marketing and branding 25	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data* 28	13.01	Number of World Heritage natural sites* 3
5.05	Timeliness of providing monthly/quarterly T&T data* 1	13.02	Protected areas* 33
		13.03	Quality of the natural environment103
6th pillar: Air transport infrastructure		13.04	Total known species* 6
6.01	Quality of air transport infrastructure79		
6.02	Available seat kilometers, domestic* 2	14th pillar: Cultural resources	
6.03	Available seat kilometers, international* 8	14.01	Number of World Heritage cultural sites* 1
6.04	Departures per 1,000 population*83	14.02	Sports stadiums*125
6.05	Airport density*132	14.03	Number of international fairs and exhibitions* 8
6.06	Number of operating airlines* 8	14.04	Creative industries exports* 1
6.07	International air transport network74		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads53		
7.02	Quality of railroad infrastructure 27		
7.03	Quality of port infrastructure67		
7.04	Quality of ground transport network43		
7.05	Road density*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.

Colombia

Key indicators

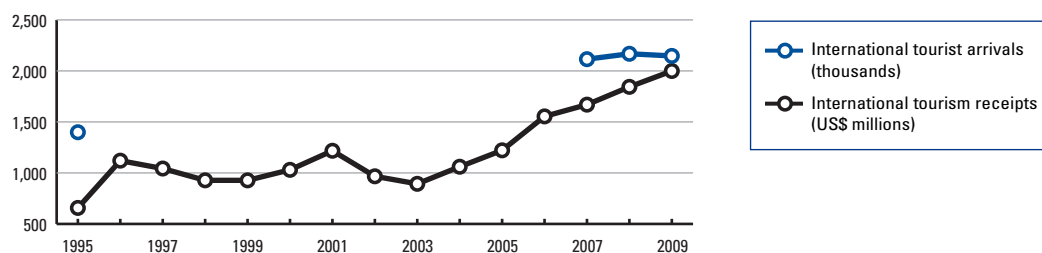
Population (millions), 2009.....	45.7
Surface area (1,000 square kilometers)	1,141.8
Gross domestic product (US\$ billions), 2009	232.4
Gross domestic product (PPP, US\$) per capita, 2009	9,046.5
Real GDP growth (percent), 2009.....	0.8
Environmental Performance Index, 2010 (out of 163 economies).....	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), 20091,999.3



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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....92	8.01	Hotel rooms*71
1.02	Property rights91	8.02	Presence of major car rental companies*80
1.03	Business impact of rules on FDI88	8.03	ATMs accepting Visa cards*79
1.04	Visa requirements* 17	9th pillar: ICT infrastructure	
1.05	Openness of bilateral Air Service Agreements* 42	9.01	Extent of business Internet use58
1.06	Transparency of government policymaking60	9.02	Internet users* 45
1.07	Time required to start a business*57	9.03	Telephone lines*78
1.08	Cost to start a business*81	9.04	Broadband Internet subscribers*68
1.09	GATS commitments*79	9.05	Mobile telephone subscribers*74
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation73	10.01	Ticket taxes and airport charges*122
2.02	Enforcement of environmental regulation85	10.02	Purchasing power parity*71
2.03	Sustainability of T&T industry development67	10.03	Extent and effect of taxation128
2.04	Carbon dioxide emissions* 46	10.04	Fuel price levels*62
2.05	Particulate matter concentration* 35	10.05	Hotel price index* 44
2.06	Threatened species*126	11th pillar: Human resources	
2.07	Environmental treaty ratification*94	11.01	Primary education enrollment*99
3rd pillar: Safety and security		11.02	Secondary education enrollment* 47
3.01	Business costs of terrorism139	11.03	Quality of the educational system80
3.02	Reliability of police services64	11.04	Local availability of research and training services65
3.03	Business costs of crime and violence134	11.05	Extent of staff training99
3.04	Road traffic accidents* 30	11.06	Hiring and firing practices70
4th pillar: Health and hygiene		11.07	Ease of hiring foreign labor88
4.01	Physician density*75	11.08	HIV prevalence*88
4.02	Access to improved sanitation*87	11.09	Business impact of HIV/AIDS101
4.03	Access to improved drinking water*77	11.10	Life expectancy* 46
4.04	Hospital beds*109	12th pillar: Affinity for Travel & Tourism	
5th pillar: Prioritization of Travel & Tourism		12.01	Tourism openness*125
5.01	Government prioritization of the T&T industry84	12.02	Attitude of population toward foreign visitors56
5.02	T&T government expenditure*107	12.03	Extension of business trips recommended54
5.03	Effectiveness of marketing and branding56	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*113	13.01	Number of World Heritage natural sites* 24
5.05	Timeliness of providing monthly/quarterly T&T data* 46	13.02	Protected areas* 24
6th pillar: Air transport infrastructure		13.03	Quality of the natural environment89
6.01	Quality of air transport infrastructure89	13.04	Total known species* 2
6.02	Available seat kilometers, domestic* 28	14th pillar: Cultural resources	
6.03	Available seat kilometers, international* 50	14.01	Number of World Heritage cultural sites* 24
6.04	Departures per 1,000 population*55	14.02	Sports stadiums*80
6.05	Airport density* 38	14.03	Number of international fairs and exhibitions* 38
6.06	Number of operating airlines*65	14.04	Creative industries exports* 44
6.07	International air transport network72	7th pillar: Ground transport infrastructure	
7.01	Quality of roads108	7.01	
7.02	Quality of railroad infrastructure102	7.02	
7.03	Quality of port infrastructure105	7.03	
7.04	Quality of ground transport network91	7.04	
7.05	Road density*95	7.05	

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

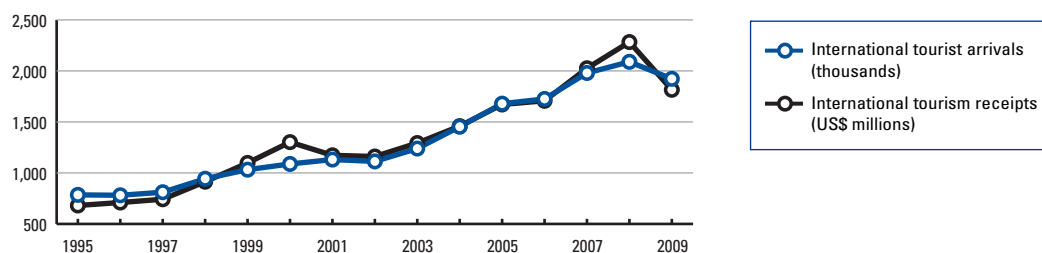
Population (millions), 2009.....	4.6
Surface area (1,000 square kilometers)	51.1
Gross domestic product (US\$ billions), 2009	29.3
Gross domestic product (PPP, US\$) per capita, 2009	10,564.3
Real GDP growth (percent), 2009.....	-1.1
Environmental Performance Index, 2010 (out of 163 economies).....	3

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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01 Prevalence of foreign ownership.....	20	8.01 Hotel rooms*	35
1.02 Property rights	67	8.02 Presence of major car rental companies*	1
1.03 Business impact of rules on FDI	36	8.03 ATMs accepting Visa cards*	61
1.04 Visa requirements*	19	9th pillar: ICT infrastructure	
1.05 Openness of bilateral Air Service Agreements*	9	9.01 Extent of business Internet use	48
1.06 Transparency of government policymaking	56	9.02 Internet users*	69
1.07 Time required to start a business*	125	9.03 Telephone lines*	36
1.08 Cost to start a business*	68	9.04 Broadband Internet subscribers*	72
1.09 GATS commitments*	109	9.05 Mobile telephone subscribers*	120
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01 Stringency of environmental regulation	36	10.01 Ticket taxes and airport charges*	60
2.02 Enforcement of environmental regulation	36	10.02 Purchasing power parity*	72
2.03 Sustainability of T&T industry development	17	10.03 Extent and effect of taxation	41
2.04 Carbon dioxide emissions*	53	10.04 Fuel price levels*	88
2.05 Particulate matter concentration*	71	10.05 Hotel price index*	80
2.06 Threatened species*	100	11th pillar: Human resources	
2.07 Environmental treaty ratification*	46	11.01 Primary education enrollment*	1
3rd pillar: Safety and security		11.02 Secondary education enrollment*	41
3.01 Business costs of terrorism.....	40	11.03 Quality of the educational system.....	22
3.02 Reliability of police services.....	49	11.04 Local availability of research and training services.....	32
3.03 Business costs of crime and violence	115	11.05 Extent of staff training.....	22
3.04 Road traffic accidents*	66	11.06 Hiring and firing practices	43
4th pillar: Health and hygiene		11.07 Ease of hiring foreign labor.....	66
4.01 Physician density*	77	11.08 HIV prevalence*	68
4.02 Access to improved sanitation*	50	11.09 Business impact of HIV/AIDS	45
4.03 Access to improved drinking water*	57	11.10 Life expectancy*	31
4.04 Hospital beds*	100	12th pillar: Affinity for Travel & Tourism	
5th pillar: Prioritization of Travel & Tourism		12.01 Tourism openness*	37
5.01 Government prioritization of the T&T industry	13	12.02 Attitude of population toward foreign visitors	55
5.02 T&T government expenditure*	24	12.03 Extension of business trips recommended.....	6
5.03 Effectiveness of marketing and branding	14	13th pillar: Natural resources	
5.04 Comprehensiveness of annual T&T data*	58	13.01 Number of World Heritage natural sites*	17
5.05 Timeliness of providing monthly/quarterly T&T data*	72	13.02 Protected areas*	28
6th pillar: Air transport infrastructure		13.03 Quality of the natural environment.....	25
6.01 Quality of air transport infrastructure	80	13.04 Total known species*	20
6.02 Available seat kilometers, domestic*	75	14th pillar: Cultural resources	
6.03 Available seat kilometers, international*	73	14.01 Number of World Heritage cultural sites*	104
6.04 Departures per 1,000 population*	39	14.02 Sports stadiums*	49
6.05 Airport density*	12	14.03 Number of international fairs and exhibitions*	62
6.06 Number of operating airlines*	76	14.04 Creative industries exports*	73
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		

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

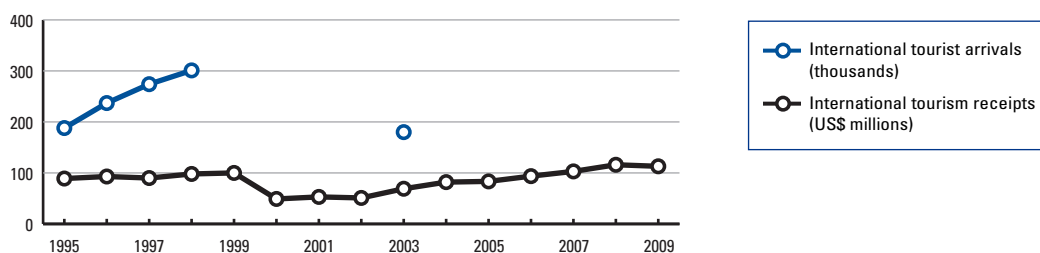
Population (millions), 2009.....	21.1
Surface area (1,000 square kilometers).....	322.5
Gross domestic product (US\$ billions), 2009.....	22.5
Gross domestic product (PPP, US\$) per capita, 2009.....	1,671.9
Real GDP growth (percent), 2009.....	3.8
Environmental Performance Index, 2010 (out of 163 economies).....	102

Travel & Tourism indicators

	Percent of total	2011-2020 annual growth (% forecast)
T&T industry, 2010 estimates		
GDP (US\$ millions).....	341	1.2
Employment (1,000 jobs).....	48	1.0
T&T economy, 2010 estimates		
GDP (US\$ millions).....	1,022	3.6
Employment (1,000 jobs).....	143	3.0

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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership..... 26	8.01	Hotel rooms*125
1.02	Property rights114	8.02	Presence of major car rental companies*80
1.03	Business impact of rules on FDI67	8.03	ATMs accepting Visa cards*120
1.04	Visa requirements*106		
1.05	Openness of bilateral Air Service Agreements*100	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking110	9.01	Extent of business Internet use126
1.07	Time required to start a business*115	9.02	Internet users*120
1.08	Cost to start a business*131	9.03	Telephone lines*122
1.09	GATS commitments* 9	9.04	Broadband Internet subscribers*122
		9.05	Mobile telephone subscribers*105
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation138	10.01	Ticket taxes and airport charges*136
2.02	Enforcement of environmental regulation138	10.02	Purchasing power parity*86
2.03	Sustainability of T&T industry development137	10.03	Extent and effect of taxation103
2.04	Carbon dioxide emissions* 19	10.04	Fuel price levels*102
2.05	Particulate matter concentration*74	10.05	Hotel price index*n/a
2.06	Threatened species*77		
2.07	Environmental treaty ratification* 46	11th pillar: Human resources	
		11.01	Primary education enrollment*137
3rd pillar: Safety and security		11.02	Secondary education enrollment*132
3.01	Business costs of terrorism54	11.03	Quality of the educational system106
3.02	Reliability of police services137	11.04	Local availability of research and training services63
3.03	Business costs of crime and violence128	11.05	Extent of staff training 44
3.04	Road traffic accidents*n/a	11.06	Hiring and firing practices 27
		11.07	Ease of hiring foreign labor52
4th pillar: Health and hygiene		11.08	HIV prevalence*124
4.01	Physician density*117	11.09	Business impact of HIV/AIDS123
4.02	Access to improved sanitation*126	11.10	Life expectancy*122
4.03	Access to improved drinking water*107		
4.04	Hospital beds*130	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness*117
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors86
5.01	Government prioritization of the T&T industry127	12.03	Extension of business trips recommended91
5.02	T&T government expenditure*117		
5.03	Effectiveness of marketing and branding134	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*138	13.01	Number of World Heritage natural sites* 17
5.05	Timeliness of providing monthly/quarterly T&T data*123	13.02	Protected areas* 21
		13.03	Quality of the natural environment139
6th pillar: Air transport infrastructure		13.04	Total known species* 32
6.01	Quality of air transport infrastructure75		
6.02	Available seat kilometers, domestic*103	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*102	14.01	Number of World Heritage cultural sites*104
6.04	Departures per 1,000 population*123	14.02	Sports stadiums*115
6.05	Airport density*138	14.03	Number of international fairs and exhibitions*114
6.06	Number of operating airlines*92	14.04	Creative industries exports*99
6.07	International air transport network84		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads93		
7.02	Quality of railroad infrastructure80		
7.03	Quality of port infrastructure 42		
7.04	Quality of ground transport network98		
7.05	Road density*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.

Croatia

Key indicators

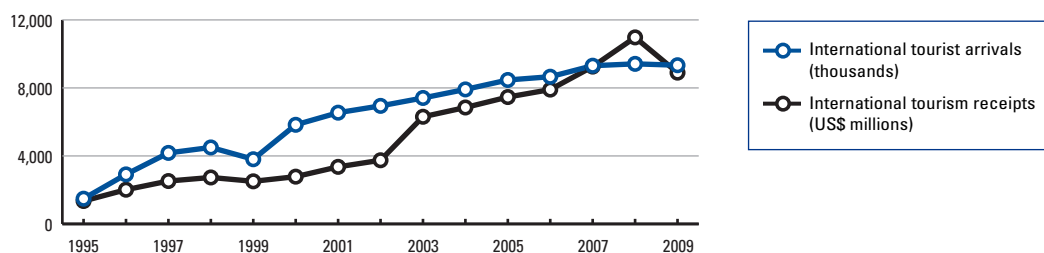
Population (millions), 2009.....	4.4
Surface area (1,000 square kilometers)	56.6
Gross domestic product (US\$ billions), 2009	67.7
Gross domestic product (PPP, US\$) per capita, 2009	17,706.9
Real GDP growth (percent), 2009.....	-5.8
Environmental Performance Index, 2010 (out of 163 economies).....	35

Travel & Tourism indicators

	Percent of total	2011-2020 annual growth (% forecast)
T&T industry, 2010 estimates		
GDP (US\$ millions)	6,917	11.8
Employment (1,000 jobs).....	149	13.0
T&T economy, 2010 estimates		
GDP (US\$ millions)	14,481	24.8
Employment (1,000 jobs).....	311	27.3

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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....110	8.01	Hotel rooms*12
1.02	Property rights87	8.02	Presence of major car rental companies*1
1.03	Business impact of rules on FDI131	8.03	ATMs accepting Visa cards*11
1.04	Visa requirements*38		
1.05	Openness of bilateral Air Service Agreements*47	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking71	9.01	Extent of business Internet use47
1.07	Time required to start a business*21	9.02	Internet users*43
1.08	Cost to start a business*63	9.03	Telephone lines*25
1.09	GATS commitments*91	9.04	Broadband Internet subscribers*37
		9.05	Mobile telephone subscribers*21
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation51	10.01	Ticket taxes and airport charges*90
2.02	Enforcement of environmental regulation62	10.02	Purchasing power parity*96
2.03	Sustainability of T&T industry development82	10.03	Extent and effect of taxation134
2.04	Carbon dioxide emissions*86	10.04	Fuel price levels*90
2.05	Particulate matter concentration*55	10.05	Hotel price index*32
2.06	Threatened species*68		
2.07	Environmental treaty ratification*30	11th pillar: Human resources	
		11.01	Primary education enrollment*85
3rd pillar: Safety and security		11.02	Secondary education enrollment*49
3.01	Business costs of terrorism14	11.03	Quality of the educational system89
3.02	Reliability of police services58	11.04	Local availability of research and training services61
3.03	Business costs of crime and violence40	11.05	Extent of staff training128
3.04	Road traffic accidents*49	11.06	Hiring and firing practices106
		11.07	Ease of hiring foreign labor128
4th pillar: Health and hygiene		11.08	HIV prevalence*1
4.01	Physician density*42	11.09	Business impact of HIV/AIDS14
4.02	Access to improved sanitation*37	11.10	Life expectancy*38
4.03	Access to improved drinking water*40		
4.04	Hospital beds*31	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness*13
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors42
5.01	Government prioritization of the T&T industry40	12.03	Extension of business trips recommended119
5.02	T&T government expenditure*119		
5.03	Effectiveness of marketing and branding79	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*44	13.01	Number of World Heritage natural sites*43
5.05	Timeliness of providing monthly/quarterly T&T data*46	13.02	Protected areas*94
		13.03	Quality of the natural environment19
6th pillar: Air transport infrastructure		13.04	Total known species*87
6.01	Quality of air transport infrastructure72		
6.02	Available seat kilometers, domestic*60	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*90	14.01	Number of World Heritage cultural sites*16
6.04	Departures per 1,000 population*48	14.02	Sports stadiums*26
6.05	Airport density*25	14.03	Number of international fairs and exhibitions*41
6.06	Number of operating airlines*60	14.04	Creative industries exports*52
6.07	International air transport network100		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads31		
7.02	Quality of railroad infrastructure48		
7.03	Quality of port infrastructure79		
7.04	Quality of ground transport network36		
7.05	Road density*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.

Cyprus

Key indicators

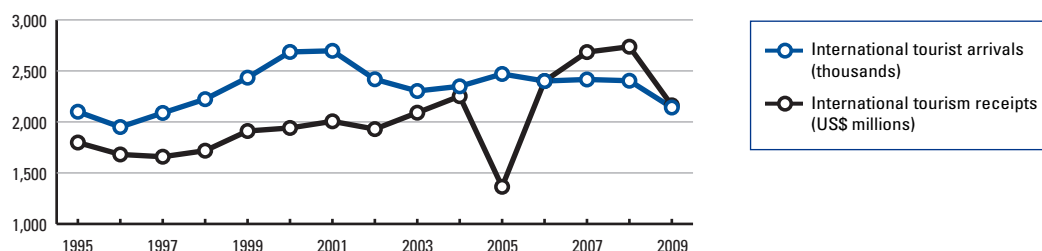
Population (millions), 2009.....	0.9
Surface area (1,000 square kilometers).....	9.3
Gross domestic product (US\$ billions), 2009.....	23.6
Gross domestic product (PPP, US\$) per capita, 2009.....	28,503.7
Real GDP growth (percent), 2009.....	-1.7
Environmental Performance Index, 2010 (out of 163 economies).....	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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....78	8.01	Hotel rooms* 1
1.02	Property rights27	8.02	Presence of major car rental companies* 1
1.03	Business impact of rules on FDI33	8.03	ATMs accepting Visa cards* 12
1.04	Visa requirements*42		
1.05	Openness of bilateral Air Service Agreements*122	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking31	9.01	Extent of business Internet use51
1.07	Time required to start a business*28	9.02	Internet users*44
1.08	Cost to start a business*73	9.03	Telephone lines* 15
1.09	GATS commitments*115	9.04	Broadband Internet subscribers*31
		9.05	Mobile telephone subscribers*36
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation49	10.01	Ticket taxes and airport charges*77
2.02	Enforcement of environmental regulation43	10.02	Purchasing power parity*122
2.03	Sustainability of T&T industry development57	10.03	Extent and effect of taxation 12
2.04	Carbon dioxide emissions*113	10.04	Fuel price levels*93
2.05	Particulate matter concentration*84	10.05	Hotel price index*94
2.06	Threatened species*42		
2.07	Environmental treaty ratification*30	11th pillar: Human resources	
		11.01	Primary education enrollment* 17
3rd pillar: Safety and security		11.02	Secondary education enrollment*33
3.01	Business costs of terrorism53	11.03	Quality of the educational system 13
3.02	Reliability of police services40	11.04	Local availability of research and training services43
3.03	Business costs of crime and violence 25	11.05	Extent of staff training35
3.04	Road traffic accidents*26	11.06	Hiring and firing practices60
		11.07	Ease of hiring foreign labor67
4th pillar: Health and hygiene		11.08	HIV prevalence*48
4.01	Physician density*48	11.09	Business impact of HIV/AIDS 21
4.02	Access to improved sanitation* 1	11.10	Life expectancy* 15
4.03	Access to improved drinking water* 1		
4.04	Hospital beds*48	12th pillar: Affinity for Travel & Tourism	
5th pillar: Prioritization of Travel & Tourism		12.01	Tourism openness* 14
5.01	Government prioritization of the T&T industry 18	12.02	Attitude of population toward foreign visitors43
5.02	T&T government expenditure* 11	12.03	Extension of business trips recommended29
5.03	Effectiveness of marketing and branding38		
5.04	Comprehensiveness of annual T&T data* 1	13th pillar: Natural resources	
5.05	Timeliness of providing monthly/quarterly T&T data* 1	13.01	Number of World Heritage natural sites*75
6th pillar: Air transport infrastructure		13.02	Protected areas*101
6.01	Quality of air transport infrastructure43	13.03	Quality of the natural environment56
6.02	Available seat kilometers, domestic*87	13.04	Total known species*125
6.03	Available seat kilometers, international*58		
6.04	Departures per 1,000 population* 18	14th pillar: Cultural resources	
6.05	Airport density* 9	14.01	Number of World Heritage cultural sites*62
6.06	Number of operating airlines*37	14.02	Sports stadiums* 8
6.07	International air transport network51	14.03	Number of international fairs and exhibitions*59
		14.04	Creative industries exports*31
7th pillar: Ground transport infrastructure			
7.01	Quality of roads 23		
7.02	Quality of railroad infrastructuren/a		
7.03	Quality of port infrastructure39		
7.04	Quality of ground transport network80		
7.05	Road density* 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.

Czech Republic

Key indicators

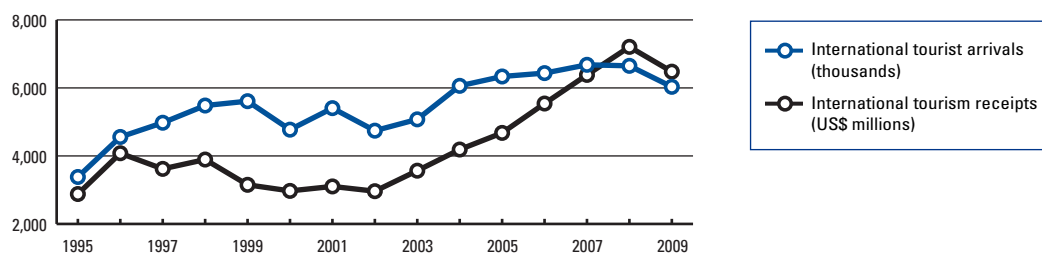
Population (millions), 2009.....	10.5
Surface area (1,000 square kilometers).....	78.9
Gross domestic product (US\$ billions), 2009.....	190.3
Gross domestic product (PPP, US\$) per capita, 2009.....	24,270.7
Real GDP growth (percent), 2009.....	-4.1
Environmental Performance Index, 2010 (out of 163 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
Employment (1,000 jobs).....	92	1.9
T&T economy, 2010 estimates		
GDP (US\$ millions).....	21,427	10.4
Employment (1,000 jobs).....	473	9.8

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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....42	8.01	Hotel rooms* 27
1.02	Property rights65	8.02	Presence of major car rental companies* 1
1.03	Business impact of rules on FDI 22	8.03	ATMs accepting Visa cards*51
1.04	Visa requirements*42		
1.05	Openness of bilateral Air Service Agreements*33	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking102	9.01	Extent of business Internet use 23
1.07	Time required to start a business*80	9.02	Internet users* 29
1.08	Cost to start a business*65	9.03	Telephone lines*65
1.09	GATS commitments*84	9.04	Broadband Internet subscribers*40
		9.05	Mobile telephone subscribers* 19
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation 24	10.01	Ticket taxes and airport charges*74
2.02	Enforcement of environmental regulation 27	10.02	Purchasing power parity*97
2.03	Sustainability of T&T industry development84	10.03	Extent and effect of taxation49
2.04	Carbon dioxide emissions*122	10.04	Fuel price levels*105
2.05	Particulate matter concentration* 30	10.05	Hotel price index*31
2.06	Threatened species* 13		
2.07	Environmental treaty ratification*46	11th pillar: Human resources	
		11.01	Primary education enrollment*100
3rd pillar: Safety and security		11.02	Secondary education enrollment*46
3.01	Business costs of terrorism 24	11.03	Quality of the educational system34
3.02	Reliability of police services86	11.04	Local availability of research and training services 17
3.03	Business costs of crime and violence35	11.05	Extent of staff training40
3.04	Road traffic accidents*32	11.06	Hiring and firing practices119
		11.07	Ease of hiring foreign labor49
4th pillar: Health and hygiene		11.08	HIV prevalence* 1
4.01	Physician density* 20	11.09	Business impact of HIV/AIDS52
4.02	Access to improved sanitation*39	11.10	Life expectancy*37
4.03	Access to improved drinking water* 1		
4.04	Hospital beds* 6	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness*58
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors93
5.01	Government prioritization of the T&T industry69	12.03	Extension of business trips recommended130
5.02	T&T government expenditure*62		
5.03	Effectiveness of marketing and branding85	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*75	13.01	Number of World Heritage natural sites*75
5.05	Timeliness of providing monthly/quarterly T&T data*72	13.02	Protected areas*37
		13.03	Quality of the natural environment73
6th pillar: Air transport infrastructure		13.04	Total known species*104
6.01	Quality of air transport infrastructure 17		
6.02	Available seat kilometers, domestic*76	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*59	14.01	Number of World Heritage cultural sites* 16
6.04	Departures per 1,000 population*42	14.02	Sports stadiums*38
6.05	Airport density*88	14.03	Number of international fairs and exhibitions* 29
6.06	Number of operating airlines*34	14.04	Creative industries exports* 22
6.07	International air transport network 25		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads80		
7.02	Quality of railroad infrastructure 22		
7.03	Quality of port infrastructure54		
7.04	Quality of ground transport network 10		
7.05	Road density* 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.

Denmark

Key indicators

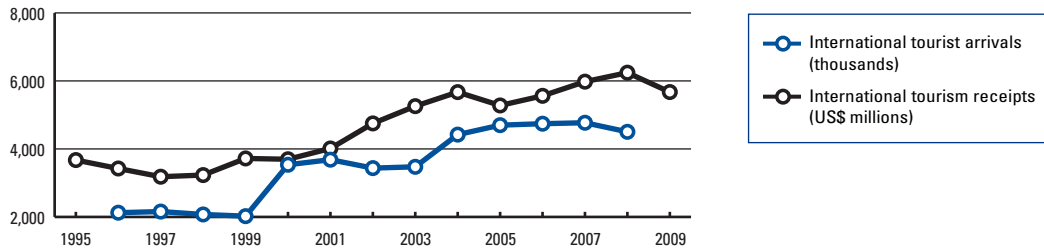
Population (millions), 2009.....	5.5
Surface area (1,000 square kilometers)	43.1
Gross domestic product (US\$ billions), 2009	310.1
Gross domestic product (PPP, US\$) per capita, 2009	35,827.9
Real GDP growth (percent), 2009.....	-4.7
Environmental Performance Index, 2010 (out of 163 economies).....	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), 20095,672.8



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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....44	8.01	Hotel rooms*39
1.02	Property rights 11	8.02	Presence of major car rental companies* 1
1.03	Business impact of rules on FDI78	8.03	ATMs accepting Visa cards*25
1.04	Visa requirements*42	9th pillar: ICT infrastructure	
1.05	Openness of bilateral Air Service Agreements*19	9.01	Extent of business Internet use17
1.06	Transparency of government policymaking 9	9.02	Internet users* 6
1.07	Time required to start a business* 13	9.03	Telephone lines*29
1.08	Cost to start a business* 1	9.04	Broadband Internet subscribers* 1
1.09	GATS commitments*65	9.05	Mobile telephone subscribers*31
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation 8	10.01	Ticket taxes and airport charges*98
2.02	Enforcement of environmental regulation 5	10.02	Purchasing power parity*138
2.03	Sustainability of T&T industry development20	10.03	Extent and effect of taxation130
2.04	Carbon dioxide emissions*109	10.04	Fuel price levels*121
2.05	Particulate matter concentration*22	10.05	Hotel price index*88
2.06	Threatened species* 3	11th pillar: Human resources	
2.07	Environmental treaty ratification* 1	11.01	Primary education enrollment*58
3rd pillar: Safety and security		11.02	Secondary education enrollment* 4
3.01	Business costs of terrorism36	11.03	Quality of the educational system 10
3.02	Reliability of police services 10	11.04	Local availability of research and training services 8
3.03	Business costs of crime and violence 15	11.05	Extent of staff training 7
3.04	Road traffic accidents*n/a	11.06	Hiring and firing practices 3
4th pillar: Health and hygiene		11.07	Ease of hiring foreign labor50
4.01	Physician density*28	11.08	HIV prevalence*56
4.02	Access to improved sanitation* 1	11.09	Business impact of HIV/AIDS26
4.03	Access to improved drinking water* 1	11.10	Life expectancy*28
4.04	Hospital beds*50	12th pillar: Affinity for Travel & Tourism	
5th pillar: Prioritization of Travel & Tourism		12.01	Tourism openness*73
5.01	Government prioritization of the T&T industry85	12.02	Attitude of population toward foreign visitors90
5.02	T&T government expenditure*97	12.03	Extension of business trips recommended127
5.03	Effectiveness of marketing and branding57	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*44	13.01	Number of World Heritage natural sites*43
5.05	Timeliness of providing monthly/quarterly T&T data*88	13.02	Protected areas*105
6th pillar: Air transport infrastructure		13.03	Quality of the natural environment 11
6.01	Quality of air transport infrastructure 6	13.04	Total known species*110
6.02	Available seat kilometers, domestic*44	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*38	14.01	Number of World Heritage cultural sites*73
6.04	Departures per 1,000 population* 13	14.02	Sports stadiums*23
6.05	Airport density*27	14.03	Number of international fairs and exhibitions*22
6.06	Number of operating airlines*23	14.04	Creative industries exports*24
6.07	International air transport network18		
7th pillar: Ground transport infrastructure			
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		

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

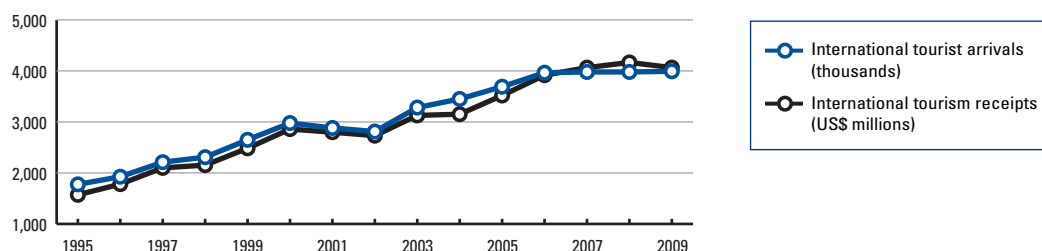
Population (millions), 2009.....	10.1
Surface area (1,000 square kilometers)	48.7
Gross domestic product (US\$ billions), 2009	46.7
Gross domestic product (PPP, US\$) per capita, 2009	8,268.6
Real GDP growth (percent), 2009.....	3.5
Environmental Performance Index, 2010 (out of 163 economies).....	36

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

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01 Prevalence of foreign ownership.....	39	8.01 Hotel rooms*	45
1.02 Property rights	86	8.02 Presence of major car rental companies*	1
1.03 Business impact of rules on FDI	59	8.03 ATMs accepting Visa cards*	91
1.04 Visa requirements*	9	9th pillar: ICT infrastructure	
1.05 Openness of bilateral Air Service Agreements*	4	9.01 Extent of business Internet use	82
1.06 Transparency of government policymaking	61	9.02 Internet users*	80
1.07 Time required to start a business*	73	9.03 Telephone lines*	96
1.08 Cost to start a business*	95	9.04 Broadband Internet subscribers*	71
1.09 GATS commitments*	104	9.05 Mobile telephone subscribers*	81
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01 Stringency of environmental regulation	97	10.01 Ticket taxes and airport charges*	132
2.02 Enforcement of environmental regulation	111	10.02 Purchasing power parity*	65
2.03 Sustainability of T&T industry development	58	10.03 Extent and effect of taxation	115
2.04 Carbon dioxide emissions*	57	10.04 Fuel price levels*	62
2.05 Particulate matter concentration*	26	10.05 Hotel price index*	12
2.06 Threatened species*	133	11th pillar: Human resources	
2.07 Environmental treaty ratification*	81	11.01 Primary education enrollment*	110
3rd pillar: Safety and security		11.02 Secondary education enrollment*	93
3.01 Business costs of terrorism.....	88	11.03 Quality of the educational system	133
3.02 Reliability of police services.....	134	11.04 Local availability of research and training services	78
3.03 Business costs of crime and violence	125	11.05 Extent of staff training.....	94
3.04 Road traffic accidents*	76	11.06 Hiring and firing practices	87
4th pillar: Health and hygiene		11.07 Ease of hiring foreign labor.....	47
4.01 Physician density*	61	11.08 HIV prevalence*	103
4.02 Access to improved sanitation*	77	11.09 Business impact of HIV/AIDS	103
4.03 Access to improved drinking water*	95	11.10 Life expectancy*	64
4.04 Hospital beds*	109	12th pillar: Affinity for Travel & Tourism	
5th pillar: Prioritization of Travel & Tourism		12.01 Tourism openness*	23
5.01 Government prioritization of the T&T industry	23	12.02 Attitude of population toward foreign visitors	38
5.02 T&T government expenditure*	1	12.03 Extension of business trips recommended	66
5.03 Effectiveness of marketing and branding	34	13th pillar: Natural resources	
5.04 Comprehensiveness of annual T&T data*	28	13.01 Number of World Heritage natural sites*	75
5.05 Timeliness of providing monthly/quarterly T&T data*	12	13.02 Protected areas*	13
6th pillar: Air transport infrastructure		13.03 Quality of the natural environment.....	123
6.01 Quality of air transport infrastructure	51	13.04 Total known species*	118
6.02 Available seat kilometers, domestic*	93	14th pillar: Cultural resources	
6.03 Available seat kilometers, international*	44	14.01 Number of World Heritage cultural sites*	73
6.04 Departures per 1,000 population*	n/a	14.02 Sports stadiums*	95
6.05 Airport density*	74	14.03 Number of international fairs and exhibitions*	68
6.06 Number of operating airlines*	40	14.04 Creative industries exports*	50
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		

Ecuador

Key indicators

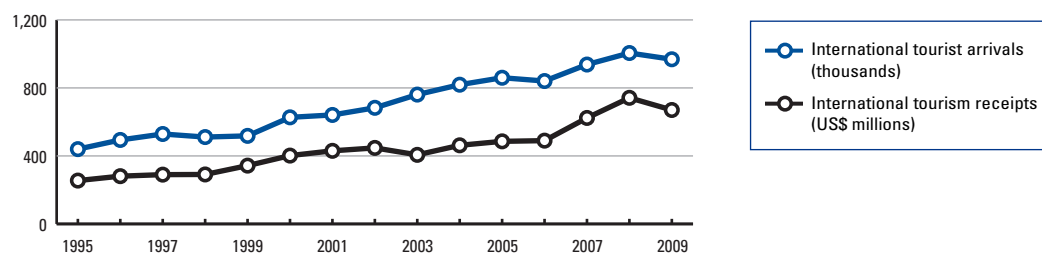
Population (millions), 2009.....	13.6
Surface area (1,000 square kilometers).....	283.6
Gross domestic product (US\$ billions), 2009.....	55.6
Gross domestic product (PPP, US\$) per capita, 2009.....	7,764.9
Real GDP growth (percent), 2009.....	0.4
Environmental Performance Index, 2010 (out of 163 economies).....	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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....119	8.01	Hotel rooms*62
1.02	Property rights123	8.02	Presence of major car rental companies*95
1.03	Business impact of rules on FDI138	8.03	ATMs accepting Visa cards*75
1.04	Visa requirements*80		
1.05	Openness of bilateral Air Service Agreements* 35	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking112	9.01	Extent of business Internet use106
1.07	Time required to start a business*123	9.02	Internet users*86
1.08	Cost to start a business*104	9.03	Telephone lines*83
1.09	GATS commitments* 31	9.04	Broadband Internet subscribers*86
		9.05	Mobile telephone subscribers*63
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation79	10.01	Ticket taxes and airport charges*112
2.02	Enforcement of environmental regulation87	10.02	Purchasing power parity* 47
2.03	Sustainability of T&T industry development74	10.03	Extent and effect of taxation124
2.04	Carbon dioxide emissions*59	10.04	Fuel price levels* 13
2.05	Particulate matter concentration* 41	10.05	Hotel price index* 23
2.06	Threatened species*125		
2.07	Environmental treaty ratification* 46	11th pillar: Human resources	
		11.01	Primary education enrollment* 39
3rd pillar: Safety and security		11.02	Secondary education enrollment*90
3.01	Business costs of terrorism98	11.03	Quality of the educational system122
3.02	Reliability of police services120	11.04	Local availability of research and training services103
3.03	Business costs of crime and violence117	11.05	Extent of staff training107
3.04	Road traffic accidents* 30	11.06	Hiring and firing practices136
		11.07	Ease of hiring foreign labor126
4th pillar: Health and hygiene		11.08	HIV prevalence*79
4.01	Physician density*71	11.09	Business impact of HIV/AIDS75
4.02	Access to improved sanitation*59	11.10	Life expectancy*64
4.03	Access to improved drinking water*68		
4.04	Hospital beds*122	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness*114
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors118
5.01	Government prioritization of the T&T industry96	12.03	Extension of business trips recommended60
5.02	T&T government expenditure*58		
5.03	Effectiveness of marketing and branding77	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*119	13.01	Number of World Heritage natural sites* 24
5.05	Timeliness of providing monthly/quarterly T&T data* 12	13.02	Protected areas* 36
		13.03	Quality of the natural environment109
6th pillar: Air transport infrastructure		13.04	Total known species* 5
6.01	Quality of air transport infrastructure73		
6.02	Available seat kilometers, domestic* 38	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*76	14.01	Number of World Heritage cultural sites*73
6.04	Departures per 1,000 population*57	14.02	Sports stadiums* 41
6.05	Airport density* 40	14.03	Number of international fairs and exhibitions*54
6.06	Number of operating airlines*82	14.04	Creative industries exports*85
6.07	International air transport network75		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads83		
7.02	Quality of railroad infrastructure113		
7.03	Quality of port infrastructure92		
7.04	Quality of ground transport network110		
7.05	Road density*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.

Egypt

Key indicators

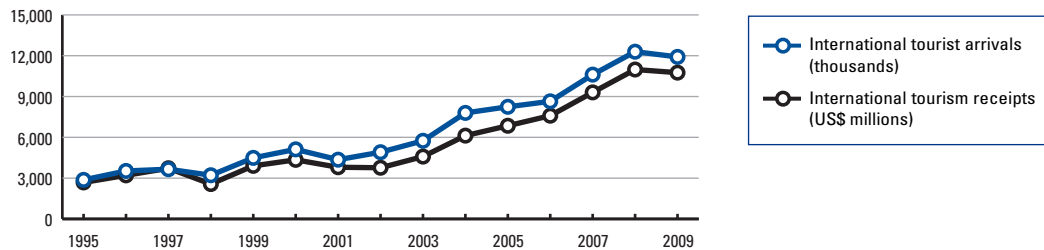
Population (millions), 2009.....	83.0
Surface area (1,000 square kilometers).....	1,001.5
Gross domestic product (US\$ billions), 2009.....	188.0
Gross domestic product (PPP, US\$) per capita, 2009.....	6,114.4
Real GDP growth (percent), 2009.....	4.7
Environmental Performance Index, 2010 (out of 163 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), 200910,755.3



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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....100	8.01	Hotel rooms*78
1.02	Property rights56	8.02	Presence of major car rental companies*64
1.03	Business impact of rules on FDI75	8.03	ATMs accepting Visa cards*101
1.04	Visa requirements*77	9th pillar: ICT infrastructure	
1.05	Openness of bilateral Air Service Agreements*69	9.01	Extent of business Internet use77
1.06	Transparency of government policymaking68	9.02	Internet users*87
1.07	Time required to start a business*21	9.03	Telephone lines*87
1.08	Cost to start a business*54	9.04	Broadband Internet subscribers*92
1.09	GATS commitments*55	9.05	Mobile telephone subscribers*101
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation115	10.01	Ticket taxes and airport charges*42
2.02	Enforcement of environmental regulation109	10.02	Purchasing power parity*17
2.03	Sustainability of T&T industry development48	10.03	Extent and effect of taxation75
2.04	Carbon dioxide emissions*60	10.04	Fuel price levels*12
2.05	Particulate matter concentration*131	10.05	Hotel price index*4
2.06	Threatened species*84	11th pillar: Human resources	
2.07	Environmental treaty ratification*30	11.01	Primary education enrollment*71
3rd pillar: Safety and security		11.02	Secondary education enrollment*92
3.01	Business costs of terrorism132	11.03	Quality of the educational system131
3.02	Reliability of police services81	11.04	Local availability of research and training services64
3.03	Business costs of crime and violence97	11.05	Extent of staff training112
3.04	Road traffic accidents*135	11.06	Hiring and firing practices76
4th pillar: Health and hygiene		11.07	Ease of hiring foreign labor94
4.01	Physician density*45	11.08	HIV prevalence*1
4.02	Access to improved sanitation*56	11.09	Business impact of HIV/AIDS29
4.03	Access to improved drinking water*40	11.10	Life expectancy*92
4.04	Hospital beds*79	12th pillar: Affinity for Travel & Tourism	
5th pillar: Prioritization of Travel & Tourism		12.01	Tourism openness*43
5.01	Government prioritization of the T&T industry46	12.02	Attitude of population toward foreign visitors36
5.02	T&T government expenditure*21	12.03	Extension of business trips recommended21
5.03	Effectiveness of marketing and branding42	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*40	13.01	Number of World Heritage natural sites*43
5.05	Timeliness of providing monthly/quarterly T&T data*46	13.02	Protected areas*88
6th pillar: Air transport infrastructure		13.03	Quality of the natural environment60
6.01	Quality of air transport infrastructure39	13.04	Total known species*73
6.02	Available seat kilometers, domestic*39	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*28	14.01	Number of World Heritage cultural sites*38
6.04	Departures per 1,000 population*98	14.02	Sports stadiums*108
6.05	Airport density*122	14.03	Number of international fairs and exhibitions*51
6.06	Number of operating airlines*18	14.04	Creative industries exports*45
6.07	International air transport network66		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads75		
7.02	Quality of railroad infrastructure46		
7.03	Quality of port infrastructure69		
7.04	Quality of ground transport network84		
7.05	Road density*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.

El Salvador

Key indicators

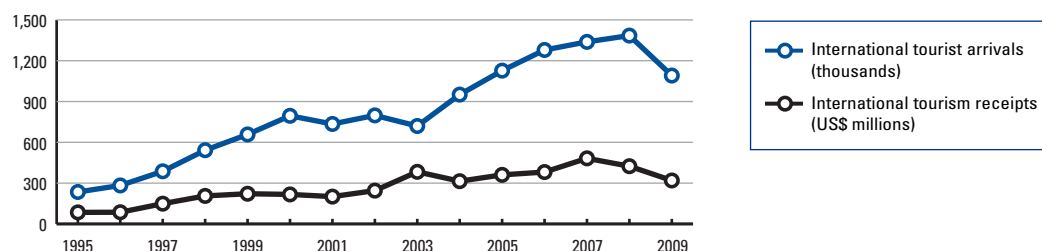
Population (millions), 2009.....	6.2
Surface area (1,000 square kilometers).....	21.0
Gross domestic product (US\$ billions), 2009.....	21.1
Gross domestic product (PPP, US\$) per capita, 2009.....	7,355.4
Real GDP growth (percent), 2009.....	-3.5
Environmental Performance Index, 2010 (out of 163 economies).....	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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership..... 38	8.01	Hotel rooms*96
1.02	Property rights82	8.02	Presence of major car rental companies*64
1.03	Business impact of rules on FDI66	8.03	ATMs accepting Visa cards*78
1.04	Visa requirements* 26	<hr/>	
1.05	Openness of bilateral Air Service Agreements* 1	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking74	9.01	Extent of business Internet use83
1.07	Time required to start a business*69	9.02	Internet users*97
1.08	Cost to start a business*113	9.03	Telephone lines*72
1.09	GATS commitments*92	9.04	Broadband Internet subscribers*81
<hr/>		9.05	Mobile telephone subscribers* 33
2nd pillar: Environmental sustainability		<hr/>	
2.01	Stringency of environmental regulation100	10th pillar: Price competitiveness in the T&T industry	
2.02	Enforcement of environmental regulation104	10.01	Ticket taxes and airport charges*114
2.03	Sustainability of T&T industry development89	10.02	Purchasing power parity*63
2.04	Carbon dioxide emissions* 37	10.03	Extent and effect of taxation 35
2.05	Particulate matter concentration*62	10.04	Fuel price levels* 32
2.06	Threatened species* 37	10.05	Hotel price index* 17
2.07	Environmental treaty ratification*108	<hr/>	
<hr/>		11th pillar: Human resources	
3rd pillar: Safety and security		11.01	Primary education enrollment*67
3.01	Business costs of terrorism113	11.02	Secondary education enrollment*105
3.02	Reliability of police services99	11.03	Quality of the educational system121
3.03	Business costs of crime and violence138	11.04	Local availability of research and training services83
3.04	Road traffic accidents* 38	11.05	Extent of staff training63
<hr/>		11.06	Hiring and firing practices 13
4th pillar: Health and hygiene		11.07	Ease of hiring foreign labor 25
4.01	Physician density*79	11.08	HIV prevalence*99
4.02	Access to improved sanitation*72	11.09	Business impact of HIV/AIDS73
4.03	Access to improved drinking water*94	11.10	Life expectancy*74
4.04	Hospital beds*117	<hr/>	
<hr/>		12th pillar: Affinity for Travel & Tourism	
5th pillar: Prioritization of Travel & Tourism		12.01	Tourism openness*113
5.01	Government prioritization of the T&T industry91	12.02	Attitude of population toward foreign visitors88
5.02	T&T government expenditure*92	12.03	Extension of business trips recommended101
5.03	Effectiveness of marketing and branding69	<hr/>	
5.04	Comprehensiveness of annual T&T data* 36	13th pillar: Natural resources	
5.05	Timeliness of providing monthly/quarterly T&T data* 46	13.01	Number of World Heritage natural sites*75
<hr/>		13.02	Protected areas*122
6th pillar: Air transport infrastructure		13.03	Quality of the natural environment138
6.01	Quality of air transport infrastructure 33	13.04	Total known species*53
6.02	Available seat kilometers, domestic*103	<hr/>	
6.03	Available seat kilometers, international*85	14th pillar: Cultural resources	
6.04	Departures per 1,000 population*59	14.01	Number of World Heritage cultural sites*104
6.05	Airport density*119	14.02	Sports stadiums*75
6.06	Number of operating airlines*117	14.03	Number of international fairs and exhibitions*81
6.07	International air transport network 42	14.04	Creative industries exports*75
<hr/>		<hr/>	
7th pillar: Ground transport infrastructure		<hr/>	
7.01	Quality of roads 29	<hr/>	
7.02	Quality of railroad infrastructure110	<hr/>	
7.03	Quality of port infrastructure71	<hr/>	
7.04	Quality of ground transport network90	<hr/>	
7.05	Road density*58	<hr/>	

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

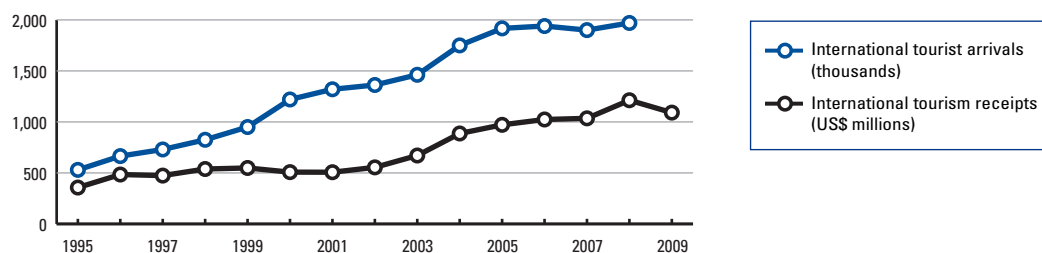
Population (millions), 2009.....	1.3
Surface area (1,000 square kilometers)	45.2
Gross domestic product (US\$ billions), 2009	19.3
Gross domestic product (PPP, US\$) per capita, 2009	17,695.1
Real GDP growth (percent), 2009.....	-13.9
Environmental Performance Index, 2010 (out of 163 economies).....	57

Travel & Tourism indicators

	Percent of total	2011-2020 annual growth (% forecast)
T&T industry, 2010 estimates		
GDP (US\$ millions)	3.3	5.7
Employment (1,000 jobs).....	2.9	0.6
T&T economy, 2010 estimates		
GDP (US\$ millions)	14.5	5.6
Employment (1,000 jobs).....	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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....48	8.01	Hotel rooms*14
1.02	Property rights33	8.02	Presence of major car rental companies*1
1.03	Business impact of rules on FDI23	8.03	ATMs accepting Visa cards*23
1.04	Visa requirements*42		
1.05	Openness of bilateral Air Service Agreements*128	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking14	9.01	Extent of business Internet use2
1.07	Time required to start a business*21	9.02	Internet users*22
1.08	Cost to start a business*21	9.03	Telephone lines*31
1.09	GATS commitments*17	9.04	Broadband Internet subscribers*24
		9.05	Mobile telephone subscribers*3
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation20	10.01	Ticket taxes and airport charges*40
2.02	Enforcement of environmental regulation26	10.02	Purchasing power parity*100
2.03	Sustainability of T&T industry development61	10.03	Extent and effect of taxation18
2.04	Carbon dioxide emissions*126	10.04	Fuel price levels*80
2.05	Particulate matter concentration*4	10.05	Hotel price index*19
2.06	Threatened species*5		
2.07	Environmental treaty ratification*30	11th pillar: Human resources	
		11.01	Primary education enrollment*63
3rd pillar: Safety and security		11.02	Secondary education enrollment*29
3.01	Business costs of terrorism12	11.03	Quality of the educational system42
3.02	Reliability of police services33	11.04	Local availability of research and training services33
3.03	Business costs of crime and violence30	11.05	Extent of staff training48
3.04	Road traffic accidents*59	11.06	Hiring and firing practices56
		11.07	Ease of hiring foreign labor89
4th pillar: Health and hygiene		11.08	HIV prevalence*110
4.01	Physician density*25	11.09	Business impact of HIV/AIDS57
4.02	Access to improved sanitation*50	11.10	Life expectancy*53
4.03	Access to improved drinking water*51		
4.04	Hospital beds*28	12th pillar: Affinity for Travel & Tourism	
5th pillar: Prioritization of Travel & Tourism		12.01	Tourism openness*26
5.01	Government prioritization of the T&T industry62	12.02	Attitude of population toward foreign visitors77
5.02	T&T government expenditure*15	12.03	Extension of business trips recommended42
5.03	Effectiveness of marketing and branding71		
5.04	Comprehensiveness of annual T&T data*58	13th pillar: Natural resources	
5.05	Timeliness of providing monthly/quarterly T&T data*46	13.01	Number of World Heritage natural sites*75
6th pillar: Air transport infrastructure		13.02	Protected areas*20
6.01	Quality of air transport infrastructure74	13.03	Quality of the natural environment24
6.02	Available seat kilometers, domestic*89	13.04	Total known species*121
6.03	Available seat kilometers, international*123		
6.04	Departures per 1,000 population*38	14th pillar: Cultural resources	
6.05	Airport density*14	14.01	Number of World Heritage cultural sites*53
6.06	Number of operating airlines*113	14.02	Sports stadiums*59
6.07	International air transport network92	14.03	Number of international fairs and exhibitions*44
		14.04	Creative industries exports*54
7th pillar: Ground transport infrastructure			
7.01	Quality of roads48		
7.02	Quality of railroad infrastructure36		
7.03	Quality of port infrastructure17		
7.04	Quality of ground transport network34		
7.05	Road density*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.

Ethiopia

Key indicators

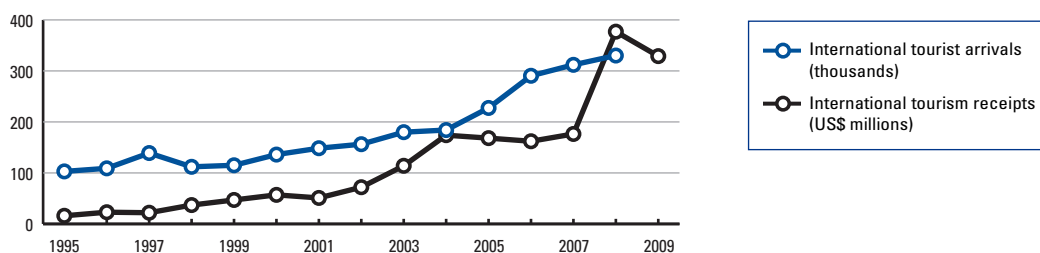
Population (millions), 2009.....	82.8
Surface area (1,000 square kilometers).....	1,104.3
Gross domestic product (US\$ billions), 2009.....	32.3
Gross domestic product (PPP, US\$) per capita, 2009.....	953.0
Real GDP growth (percent), 2009.....	9.9
Environmental Performance Index, 2010 (out of 163 economies).....	141

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (% forecast)
T&T industry, 2010 estimates			
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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....125	8.01	Hotel rooms*133
1.02	Property rights60	8.02	Presence of major car rental companies*112
1.03	Business impact of rules on FDI79	8.03	ATMs accepting Visa cards*136
1.04	Visa requirements*136		
1.05	Openness of bilateral Air Service Agreements*57	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking100	9.01	Extent of business Internet use134
1.07	Time required to start a business* 35	9.02	Internet users*136
1.08	Cost to start a business*79	9.03	Telephone lines*125
1.09	GATS commitments*n/a	9.04	Broadband Internet subscribers*136
		9.05	Mobile telephone subscribers*139
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation77	10.01	Ticket taxes and airport charges* 29
2.02	Enforcement of environmental regulation70	10.02	Purchasing power parity* 6
2.03	Sustainability of T&T industry development77	10.03	Extent and effect of taxation62
2.04	Carbon dioxide emissions* 6	10.04	Fuel price levels*54
2.05	Particulate matter concentration*109	10.05	Hotel price index* 46
2.06	Threatened species*87		
2.07	Environmental treaty ratification*125	11th pillar: Human resources	
		11.01	Primary education enrollment*119
3rd pillar: Safety and security		11.02	Secondary education enrollment*124
3.01	Business costs of terrorism100	11.03	Quality of the educational system60
3.02	Reliability of police services59	11.04	Local availability of research and training services122
3.03	Business costs of crime and violence54	11.05	Extent of staff training122
3.04	Road traffic accidents*128	11.06	Hiring and firing practices84
		11.07	Ease of hiring foreign labor115
4th pillar: Health and hygiene		11.08	HIV prevalence*115
4.01	Physician density*136	11.09	Business impact of HIV/AIDS124
4.02	Access to improved sanitation*129	11.10	Life expectancy*118
4.03	Access to improved drinking water*135		
4.04	Hospital beds*136	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness*127
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors 50
5.01	Government prioritization of the T&T industry93	12.03	Extension of business trips recommended86
5.02	T&T government expenditure*98		
5.03	Effectiveness of marketing and branding89	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*123	13.01	Number of World Heritage natural sites* 43
5.05	Timeliness of providing monthly/quarterly T&T data*109	13.02	Protected areas* 25
		13.03	Quality of the natural environment79
6th pillar: Air transport infrastructure		13.04	Total known species* 27
6.01	Quality of air transport infrastructure 48		
6.02	Available seat kilometers, domestic*59	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*67	14.01	Number of World Heritage cultural sites* 38
6.04	Departures per 1,000 population*104	14.02	Sports stadiums*134
6.05	Airport density*117	14.03	Number of international fairs and exhibitions*82
6.06	Number of operating airlines*108	14.04	Creative industries exports*113
6.07	International air transport network 47		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads60		
7.02	Quality of railroad infrastructure103		
7.03	Quality of port infrastructure60		
7.04	Quality of ground transport network86		
7.05	Road density*132		

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

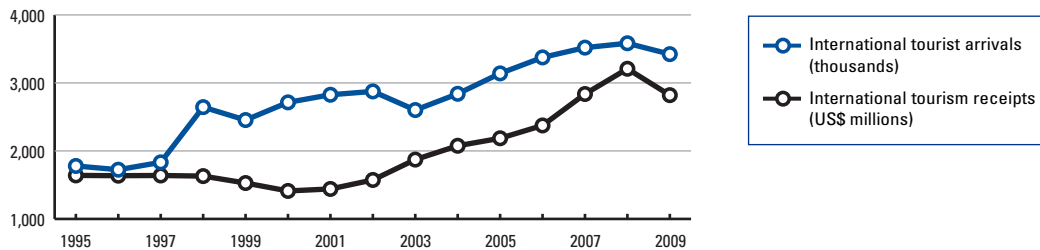
Population (millions), 2009.....	5.3
Surface area (1,000 square kilometers)	338.4
Gross domestic product (US\$ billions), 2009	238.6
Gross domestic product (PPP, US\$) per capita, 2009	33,444.7
Real GDP growth (percent), 2009.....	-8.0
Environmental Performance Index, 2010 (out of 163 economies).....	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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....23	8.01	Hotel rooms*29
1.02	Property rights 2	8.02	Presence of major car rental companies*40
1.03	Business impact of rules on FDI41	8.03	ATMs accepting Visa cards*63
1.04	Visa requirements*42		
1.05	Openness of bilateral Air Service Agreements*36	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking 8	9.01	Extent of business Internet use19
1.07	Time required to start a business*57	9.02	Internet users* 8
1.08	Cost to start a business* 15	9.03	Telephone lines*48
1.09	GATS commitments* 5	9.04	Broadband Internet subscribers* 15
		9.05	Mobile telephone subscribers* 15
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation 5	10.01	Ticket taxes and airport charges*38
2.02	Enforcement of environmental regulation 6	10.02	Purchasing power parity*135
2.03	Sustainability of T&T industry development26	10.03	Extent and effect of taxation114
2.04	Carbon dioxide emissions*123	10.04	Fuel price levels*125
2.05	Particulate matter concentration*18	10.05	Hotel price index*60
2.06	Threatened species* 9		
2.07	Environmental treaty ratification* 10	11th pillar: Human resources	
		11.01	Primary education enrollment*48
3rd pillar: Safety and security		11.02	Secondary education enrollment* 9
3.01	Business costs of terrorism 8	11.03	Quality of the educational system 6
3.02	Reliability of police services 1	11.04	Local availability of research and training services 7
3.03	Business costs of crime and violence 10	11.05	Extent of staff training 9
3.04	Road traffic accidents* 13	11.06	Hiring and firing practices73
		11.07	Ease of hiring foreign labor43
4th pillar: Health and hygiene		11.08	HIV prevalence*20
4.01	Physician density*26	11.09	Business impact of HIV/AIDS 6
4.02	Access to improved sanitation* 1	11.10	Life expectancy* 15
4.03	Access to improved drinking water* 1		
4.04	Hospital beds*17	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness*101
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors32
5.01	Government prioritization of the T&T industry102	12.03	Extension of business trips recommended84
5.02	T&T government expenditure*80		
5.03	Effectiveness of marketing and branding86	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data* 1	13.01	Number of World Heritage natural sites*43
5.05	Timeliness of providing monthly/quarterly T&T data*46	13.02	Protected areas*74
		13.03	Quality of the natural environment 4
6th pillar: Air transport infrastructure		13.04	Total known species*119
6.01	Quality of air transport infrastructure 15		
6.02	Available seat kilometers, domestic*40	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*42	14.01	Number of World Heritage cultural sites*44
6.04	Departures per 1,000 population* 15	14.02	Sports stadiums* 15
6.05	Airport density* 11	14.03	Number of international fairs and exhibitions*20
6.06	Number of operating airlines*52	14.04	Creative industries exports*37
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		

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

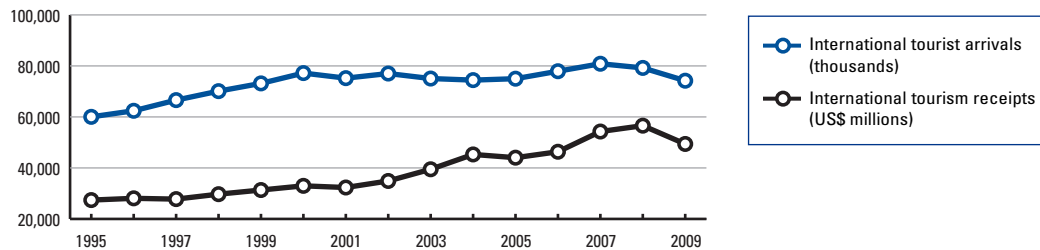
Population (millions), 2009.....	62.6
Surface area (1,000 square kilometers).....	549.2
Gross domestic product (US\$ billions), 2009.....	2,656.4
Gross domestic product (PPP, US\$) per capita, 2009.....	33,434.3
Real GDP growth (percent), 2009.....	-2.5
Environmental Performance Index, 2010 (out of 163 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), 200949,398.2



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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....16	8.01	Hotel rooms*32
1.02	Property rights16	8.02	Presence of major car rental companies*1
1.03	Business impact of rules on FDI62	8.03	ATMs accepting Visa cards*9
1.04	Visa requirements*42		
1.05	Openness of bilateral Air Service Agreements*74	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking28	9.01	Extent of business Internet use21
1.07	Time required to start a business*21	9.02	Internet users*23
1.08	Cost to start a business*13	9.03	Telephone lines*7
1.09	GATS commitments*60	9.04	Broadband Internet subscribers*9
		9.05	Mobile telephone subscribers*68
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation21	10.01	Ticket taxes and airport charges*126
2.02	Enforcement of environmental regulation25	10.02	Purchasing power parity*131
2.03	Sustainability of T&T industry development14	10.03	Extent and effect of taxation108
2.04	Carbon dioxide emissions*89	10.04	Fuel price levels*120
2.05	Particulate matter concentration*5	10.05	Hotel price index*97
2.06	Threatened species*46		
2.07	Environmental treaty ratification*10	11th pillar: Human resources	
		11.01	Primary education enrollment*23
3rd pillar: Safety and security		11.02	Secondary education enrollment*7
3.01	Business costs of terrorism74	11.03	Quality of the educational system29
3.02	Reliability of police services27	11.04	Local availability of research and training services5
3.03	Business costs of crime and violence42	11.05	Extent of staff training30
3.04	Road traffic accidents*14	11.06	Hiring and firing practices125
		11.07	Ease of hiring foreign labor96
4th pillar: Health and hygiene		11.08	HIV prevalence*79
4.01	Physician density*14	11.09	Business impact of HIV/AIDS51
4.02	Access to improved sanitation*1	11.10	Life expectancy*7
4.03	Access to improved drinking water*1		
4.04	Hospital beds*15	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness*97
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors82
5.01	Government prioritization of the T&T industry17	12.03	Extension of business trips recommended1
5.02	T&T government expenditure*79		
5.03	Effectiveness of marketing and branding23	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*1	13.01	Number of World Heritage natural sites*10
5.05	Timeliness of providing monthly/quarterly T&T data*12	13.02	Protected areas*46
		13.03	Quality of the natural environment29
6th pillar: Air transport infrastructure		13.04	Total known species*69
6.01	Quality of air transport infrastructure9		
6.02	Available seat kilometers, domestic*13	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*4	14.01	Number of World Heritage cultural sites*4
6.04	Departures per 1,000 population*29	14.02	Sports stadiums*48
6.05	Airport density*48	14.03	Number of international fairs and exhibitions*5
6.06	Number of operating airlines*2	14.04	Creative industries exports*7
6.07	International air transport network7		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads2		
7.02	Quality of railroad infrastructure4		
7.03	Quality of port infrastructure12		
7.04	Quality of ground transport network5		
7.05	Road density*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.

Gambia, The

Key indicators

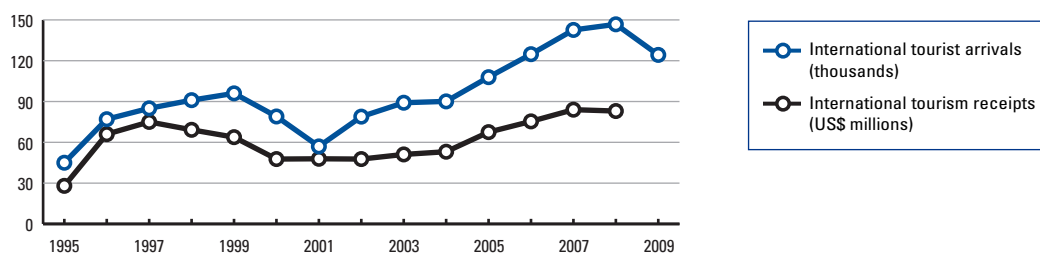
Population (millions), 2009.....	1.7
Surface area (1,000 square kilometers).....	11.3
Gross domestic product (US\$ billions), 2009.....	1.0
Gross domestic product (PPP, US\$) per capita, 2009.....	1,911.4
Real GDP growth (percent), 2009.....	5.6
Environmental Performance Index, 2010 (out of 163 economies).....	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), 200883.0



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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership..... 31	8.01	Hotel rooms*73
1.02	Property rights 39	8.02	Presence of major car rental companies*125
1.03	Business impact of rules on FDI 24	8.03	ATMs accepting Visa cards*127
1.04	Visa requirements* 29		
1.05	Openness of bilateral Air Service Agreements*78	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking 30	9.01	Extent of business Internet use87
1.07	Time required to start a business*90	9.02	Internet users*110
1.08	Cost to start a business*135	9.03	Telephone lines*112
1.09	GATS commitments* 17	9.04	Broadband Internet subscribers*131
		9.05	Mobile telephone subscribers*86
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation 44	10.01	Ticket taxes and airport charges* 44
2.02	Enforcement of environmental regulation 34	10.02	Purchasing power parity* 1
2.03	Sustainability of T&T industry development 13	10.03	Extent and effect of taxation60
2.04	Carbon dioxide emissions* 15	10.04	Fuel price levels* 35
2.05	Particulate matter concentration*120	10.05	Hotel price index* 1
2.06	Threatened species* 28		
2.07	Environmental treaty ratification*81	11th pillar: Human resources	
		11.01	Primary education enrollment*131
3rd pillar: Safety and security		11.02	Secondary education enrollment*114
3.01	Business costs of terrorism71	11.03	Quality of the educational system 33
3.02	Reliability of police services 38	11.04	Local availability of research and training services72
3.03	Business costs of crime and violence51	11.05	Extent of staff training 32
3.04	Road traffic accidents*131	11.06	Hiring and firing practices 28
		11.07	Ease of hiring foreign labor 30
4th pillar: Health and hygiene		11.08	HIV prevalence*120
4.01	Physician density*132	11.09	Business impact of HIV/AIDS90
4.02	Access to improved sanitation*94	11.10	Life expectancy*116
4.03	Access to improved drinking water*77		
4.04	Hospital beds*104	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness* 24
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors 45
5.01	Government prioritization of the T&T industry 15	12.03	Extension of business trips recommended73
5.02	T&T government expenditure* 9		
5.03	Effectiveness of marketing and branding 28	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*111	13.01	Number of World Heritage natural sites*75
5.05	Timeliness of providing monthly/quarterly T&T data*109	13.02	Protected areas*124
		13.03	Quality of the natural environment52
6th pillar: Air transport infrastructure		13.04	Total known species*60
6.01	Quality of air transport infrastructure61		
6.02	Available seat kilometers, domestic*103	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*127	14.01	Number of World Heritage cultural sites*73
6.04	Departures per 1,000 population*n/a	14.02	Sports stadiums*109
6.05	Airport density*75	14.03	Number of international fairs and exhibitions*122
6.06	Number of operating airlines*117	14.04	Creative industries exports*126
6.07	International air transport network78		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads51		
7.02	Quality of railroad infrastructuren/a		
7.03	Quality of port infrastructure 40		
7.04	Quality of ground transport network 30		
7.05	Road density*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.

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

T&T industry, 2010 estimates

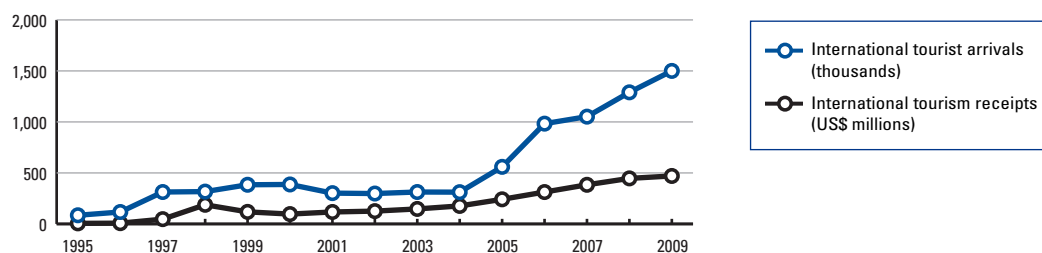
	Percent of total	2011-2020 annual growth (% forecast)
GDP (US\$ millions)	n/a	n/a
Employment (1,000 jobs).....	n/a	n/a

T&T economy, 2010 estimates

GDP (US\$ millions)	n/a
Employment (1,000 jobs).....	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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....89	8.01	Hotel rooms*85
1.02	Property rights120	8.02	Presence of major car rental companies*112
1.03	Business impact of rules on FDI 44	8.03	ATMs accepting Visa cards* 49
1.04	Visa requirements* 28		
1.05	Openness of bilateral Air Service Agreements*121	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking 33	9.01	Extent of business Internet use90
1.07	Time required to start a business* 3	9.02	Internet users*72
1.08	Cost to start a business* 44	9.03	Telephone lines*84
1.09	GATS commitments*72	9.04	Broadband Internet subscribers*76
		9.05	Mobile telephone subscribers*102
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation95	10.01	Ticket taxes and airport charges*104
2.02	Enforcement of environmental regulation78	10.02	Purchasing power parity*51
2.03	Sustainability of T&T industry development80	10.03	Extent and effect of taxation 24
2.04	Carbon dioxide emissions* 43	10.04	Fuel price levels*66
2.05	Particulate matter concentration*90	10.05	Hotel price index*109
2.06	Threatened species*83		
2.07	Environmental treaty ratification*81	11th pillar: Human resources	
		11.01	Primary education enrollment* 6
3rd pillar: Safety and security		11.02	Secondary education enrollment* 11
3.01	Business costs of terrorism61	11.03	Quality of the educational system119
3.02	Reliability of police services 45	11.04	Local availability of research and training services125
3.03	Business costs of crime and violence 41	11.05	Extent of staff training108
3.04	Road traffic accidents*73	11.06	Hiring and firing practices 9
		11.07	Ease of hiring foreign labor 3
4th pillar: Health and hygiene		11.08	HIV prevalence* 20
4.01	Physician density* 2	11.09	Business impact of HIV/AIDS70
4.02	Access to improved sanitation* 50	11.10	Life expectancy*74
4.03	Access to improved drinking water*51		
4.04	Hospital beds*55	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness* 49
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors 17
5.01	Government prioritization of the T&T industry 44	12.03	Extension of business trips recommended75
5.02	T&T government expenditure*n/a		
5.03	Effectiveness of marketing and branding90	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*93	13.01	Number of World Heritage natural sites*75
5.05	Timeliness of providing monthly/quarterly T&T data* 12	13.02	Protected areas*111
		13.03	Quality of the natural environment65
6th pillar: Air transport infrastructure		13.04	Total known species*99
6.01	Quality of air transport infrastructure86		
6.02	Available seat kilometers, domestic*101	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*109	14.01	Number of World Heritage cultural sites*62
6.04	Departures per 1,000 population*91	14.02	Sports stadiums* 46
6.05	Airport density*68	14.03	Number of international fairs and exhibitions*114
6.06	Number of operating airlines*90	14.04	Creative industries exports*111
6.07	International air transport network103		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads65		
7.02	Quality of railroad infrastructure 41		
7.03	Quality of port infrastructure75		
7.04	Quality of ground transport network87		
7.05	Road density*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.

Germany

Key indicators

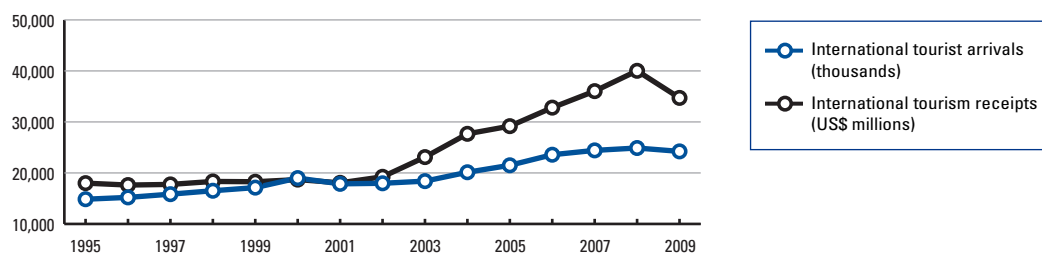
Population (millions), 2009.....	81.9
Surface area (1,000 square kilometers)	357.1
Gross domestic product (US\$ billions), 2009	3,338.7
Gross domestic product (PPP, US\$) per capita, 2009	34,387.7
Real GDP growth (percent), 2009.....	-4.7
Environmental Performance Index, 2010 (out of 163 economies).....	17

Travel & Tourism indicators

	Percent of total	2011-2020 annual growth (% forecast)
T&T industry, 2010 estimates		
GDP (US\$ millions)	79,091	2.2
Employment (1,000 jobs).....	940	2.3
T&T economy, 2010 estimates		
GDP (US\$ millions)	273,350	7.6
Employment (1,000 jobs).....	3,191	8.0

Source: World Travel & Tourism Council, TSA Research 2010

International tourist arrivals (thousands), 2009.....24,223.5
 International tourism receipts (US\$ millions), 200934,709.4



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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....36	8.01	Hotel rooms*25
1.02	Property rights 8	8.02	Presence of major car rental companies* 1
1.03	Business impact of rules on FDI63	8.03	ATMs accepting Visa cards*17
1.04	Visa requirements*42	9th pillar: ICT infrastructure	
1.05	Openness of bilateral Air Service Agreements*16	9.01	Extent of business Internet use22
1.06	Transparency of government policymaking13	9.02	Internet users*13
1.07	Time required to start a business*62	9.03	Telephone lines* 5
1.08	Cost to start a business*43	9.04	Broadband Internet subscribers*11
1.09	GATS commitments*65	9.05	Mobile telephone subscribers*27
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation 1	10.01	Ticket taxes and airport charges*75
2.02	Enforcement of environmental regulation 1	10.02	Purchasing power parity*126
2.03	Sustainability of T&T industry development51	10.03	Extent and effect of taxation90
2.04	Carbon dioxide emissions*112	10.04	Fuel price levels*123
2.05	Particulate matter concentration*20	10.05	Hotel price index*49
2.06	Threatened species*29	11th pillar: Human resources	
2.07	Environmental treaty ratification* 1	11.01	Primary education enrollment*33
3rd pillar: Safety and security		11.02	Secondary education enrollment*21
3.01	Business costs of terrorism56	11.03	Quality of the educational system18
3.02	Reliability of police services12	11.04	Local availability of research and training services 2
3.03	Business costs of crime and violence23	11.05	Extent of staff training 8
3.04	Road traffic accidents*11	11.06	Hiring and firing practices133
4th pillar: Health and hygiene		11.07	Ease of hiring foreign labor81
4.01	Physician density*22	11.08	HIV prevalence*20
4.02	Access to improved sanitation* 1	11.09	Business impact of HIV/AIDS12
4.03	Access to improved drinking water* 1	11.10	Life expectancy*15
4.04	Hospital beds* 5	12th pillar: Affinity for Travel & Tourism	
5th pillar: Prioritization of Travel & Tourism		12.01	Tourism openness*91
5.01	Government prioritization of the T&T industry107	12.02	Attitude of population toward foreign visitors64
5.02	T&T government expenditure*108	12.03	Extension of business trips recommended76
5.03	Effectiveness of marketing and branding51	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*58	13.01	Number of World Heritage natural sites*24
5.05	Timeliness of providing monthly/quarterly T&T data*12	13.02	Protected areas* 3
6th pillar: Air transport infrastructure		13.03	Quality of the natural environment 10
6.01	Quality of air transport infrastructure 3	13.04	Total known species*84
6.02	Available seat kilometers, domestic*15	14th pillar: Cultural resources	
6.03	Available seat kilometers, international* 3	14.01	Number of World Heritage cultural sites* 6
6.04	Departures per 1,000 population*27	14.02	Sports stadiums*27
6.05	Airport density*90	14.03	Number of international fairs and exhibitions* 2
6.06	Number of operating airlines* 4	14.04	Creative industries exports* 3
6.07	International air transport network 3	7th pillar: Ground transport infrastructure	
7.01	Quality of roads 5	7.01	Quality of roads 5
7.02	Quality of railroad infrastructure 5	7.02	Quality of railroad infrastructure 5
7.03	Quality of port infrastructure 5	7.03	Quality of port infrastructure 5
7.04	Quality of ground transport network 3	7.04	Quality of ground transport network 3
7.05	Road density*14	7.05	Road density*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.

Ghana

Key indicators

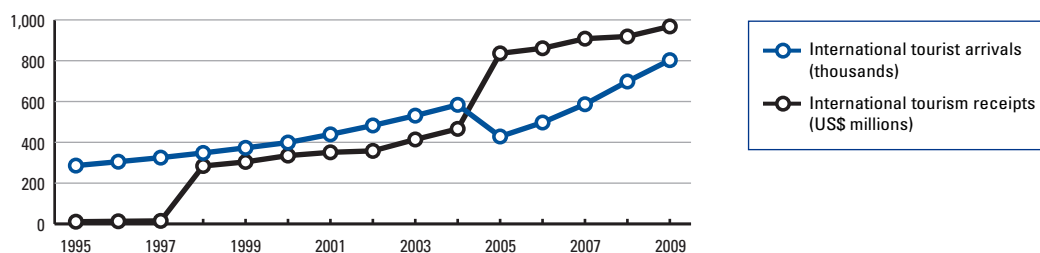
Population (millions), 2009.....	23.8
Surface area (1,000 square kilometers).....	238.5
Gross domestic product (US\$ billions), 2009.....	15.3
Gross domestic product (PPP, US\$) per capita, 2009.....	1,557.8
Real GDP growth (percent), 2009.....	4.1
Environmental Performance Index, 2010 (out of 163 economies).....	109

Travel & Tourism indicators

	Percent of total	2011–2020 annual growth (% forecast)
T&T industry, 2010 estimates		
GDP (US\$ millions).....	517	2.8
Employment (1,000 jobs).....	121	2.3
T&T economy, 2010 estimates		
GDP (US\$ millions).....	1,218	6.7
Employment (1,000 jobs).....	288	5.4

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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....55	8.01	Hotel rooms*108
1.02	Property rights76	8.02	Presence of major car rental companies*80
1.03	Business impact of rules on FDI56	8.03	ATMs accepting Visa cards*110
1.04	Visa requirements*114		
1.05	Openness of bilateral Air Service Agreements*60	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking99	9.01	Extent of business Internet use104
1.07	Time required to start a business* 46	9.02	Internet users*117
1.08	Cost to start a business*96	9.03	Telephone lines*124
1.09	GATS commitments* 31	9.04	Broadband Internet subscribers*113
		9.05	Mobile telephone subscribers*104
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation89	10.01	Ticket taxes and airport charges*107
2.02	Enforcement of environmental regulation90	10.02	Purchasing power parity* 22
2.03	Sustainability of T&T industry development86	10.03	Extent and effect of taxation 40
2.04	Carbon dioxide emissions* 21	10.04	Fuel price levels*52
2.05	Particulate matter concentration*65	10.05	Hotel price index* 9
2.06	Threatened species* 49		
2.07	Environmental treaty ratification* 46	11th pillar: Human resources	
		11.01	Primary education enrollment*127
3rd pillar: Safety and security		11.02	Secondary education enrollment*109
3.01	Business costs of terrorism60	11.03	Quality of the educational system71
3.02	Reliability of police services70	11.04	Local availability of research and training services98
3.03	Business costs of crime and violence102	11.05	Extent of staff training77
3.04	Road traffic accidents*110	11.06	Hiring and firing practices57
		11.07	Ease of hiring foreign labor87
4th pillar: Health and hygiene		11.08	HIV prevalence*119
4.01	Physician density*122	11.09	Business impact of HIV/AIDS109
4.02	Access to improved sanitation*128	11.10	Life expectancy*111
4.03	Access to improved drinking water*103		
4.04	Hospital beds*112	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness* 21
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors 47
5.01	Government prioritization of the T&T industry99	12.03	Extension of business trips recommended123
5.02	T&T government expenditure*67		
5.03	Effectiveness of marketing and branding100	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*126	13.01	Number of World Heritage natural sites*75
5.05	Timeliness of providing monthly/quarterly T&T data*123	13.02	Protected areas* 48
		13.03	Quality of the natural environment75
6th pillar: Air transport infrastructure		13.04	Total known species* 33
6.01	Quality of air transport infrastructure85		
6.02	Available seat kilometers, domestic*80	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*78	14.01	Number of World Heritage cultural sites*89
6.04	Departures per 1,000 population*114	14.02	Sports stadiums*100
6.05	Airport density*128	14.03	Number of international fairs and exhibitions*71
6.06	Number of operating airlines*72	14.04	Creative industries exports*116
6.07	International air transport network70		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads86		
7.02	Quality of railroad infrastructure106		
7.03	Quality of port infrastructure59		
7.04	Quality of ground transport network89		
7.05	Road density*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.

Greece

Key indicators

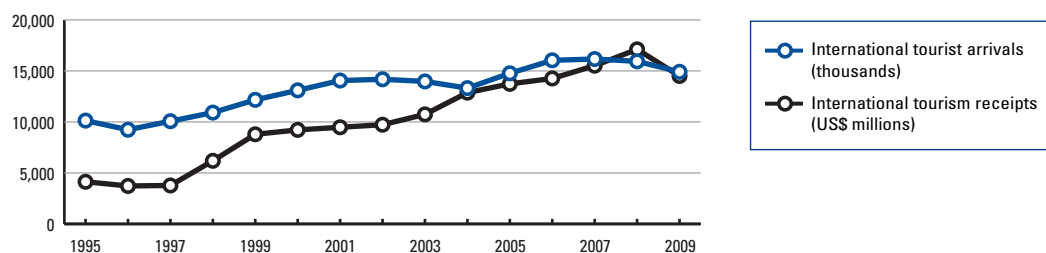
Population (millions), 2009.....	11.3
Surface area (1,000 square kilometers)	132.0
Gross domestic product (US\$ billions), 2009	330.8
Gross domestic product (PPP, US\$) per capita, 2009	29,839.2
Real GDP growth (percent), 2009.....	-2.0
Environmental Performance Index, 2010 (out of 163 economies).....	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), 200914,506.2



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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....79	8.01	Hotel rooms* 4
1.02	Property rights53	8.02	Presence of major car rental companies* 1
1.03	Business impact of rules on FDI122	8.03	ATMs accepting Visa cards* 20
1.04	Visa requirements*42		
1.05	Openness of bilateral Air Service Agreements*52	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking89	9.01	Extent of business Internet use100
1.07	Time required to start a business*73	9.02	Internet users*50
1.08	Cost to start a business*97	9.03	Telephone lines* 16
1.09	GATS commitments*62	9.04	Broadband Internet subscribers*36
		9.05	Mobile telephone subscribers*39
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation83	10.01	Ticket taxes and airport charges*108
2.02	Enforcement of environmental regulation99	10.02	Purchasing power parity*116
2.03	Sustainability of T&T industry development90	10.03	Extent and effect of taxation99
2.04	Carbon dioxide emissions*105	10.04	Fuel price levels*86
2.05	Particulate matter concentration*69	10.05	Hotel price index*93
2.06	Threatened species*85		
2.07	Environmental treaty ratification* 1	11th pillar: Human resources	
		11.01	Primary education enrollment* 12
3rd pillar: Safety and security		11.02	Secondary education enrollment* 20
3.01	Business costs of terrorism94	11.03	Quality of the educational system118
3.02	Reliability of police services92	11.04	Local availability of research and training services88
3.03	Business costs of crime and violence79	11.05	Extent of staff training105
3.04	Road traffic accidents*62	11.06	Hiring and firing practices126
		11.07	Ease of hiring foreign labor70
4th pillar: Health and hygiene		11.08	HIV prevalence* 20
4.01	Physician density* 1	11.09	Business impact of HIV/AIDS 19
4.02	Access to improved sanitation*39	11.10	Life expectancy* 15
4.03	Access to improved drinking water* 1		
4.04	Hospital beds*37	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness*60
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors 26
5.01	Government prioritization of the T&T industry 28	12.03	Extension of business trips recommended53
5.02	T&T government expenditure* 14		
5.03	Effectiveness of marketing and branding65	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*58	13.01	Number of World Heritage natural sites* 24
5.05	Timeliness of providing monthly/quarterly T&T data*46	13.02	Protected areas*73
		13.03	Quality of the natural environment41
6th pillar: Air transport infrastructure		13.04	Total known species*76
6.01	Quality of air transport infrastructure45		
6.02	Available seat kilometers, domestic*35	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*33	14.01	Number of World Heritage cultural sites* 12
6.04	Departures per 1,000 population*32	14.02	Sports stadiums*36
6.05	Airport density* 15	14.03	Number of international fairs and exhibitions* 19
6.06	Number of operating airlines* 15	14.04	Creative industries exports*42
6.07	International air transport network53		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads57		
7.02	Quality of railroad infrastructure64		
7.03	Quality of port infrastructure74		
7.04	Quality of ground transport network48		
7.05	Road density*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.

Guatemala

Key indicators

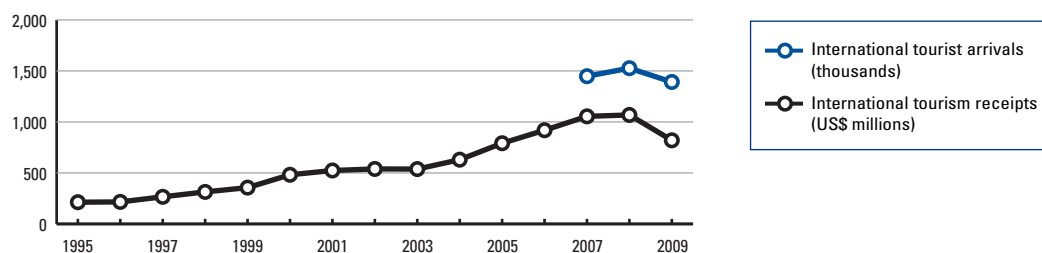
Population (millions), 2009.....	14.0
Surface area (1,000 square kilometers).....	108.9
Gross domestic product (US\$ billions), 2009.....	37.7
Gross domestic product (PPP, US\$) per capita, 2009.....	4,830.8
Real GDP growth (percent), 2009.....	0.5
Environmental Performance Index, 2010 (out of 163 economies).....	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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership..... 40	8.01	Hotel rooms*69
1.02	Property rights102	8.02	Presence of major car rental companies*64
1.03	Business impact of rules on FDI95	8.03	ATMs accepting Visa cards*98
1.04	Visa requirements* 22	9th pillar: ICT infrastructure	
1.05	Openness of bilateral Air Service Agreements* 3	9.01	Extent of business Internet use 40
1.06	Transparency of government policymaking 46	9.02	Internet users*93
1.07	Time required to start a business*110	9.03	Telephone lines*94
1.08	Cost to start a business*116	9.04	Broadband Internet subscribers*98
1.09	GATS commitments*55	9.05	Mobile telephone subscribers* 32
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation103	10.01	Ticket taxes and airport charges* 49
2.02	Enforcement of environmental regulation108	10.02	Purchasing power parity*67
2.03	Sustainability of T&T industry development119	10.03	Extent and effect of taxation68
2.04	Carbon dioxide emissions* 35	10.04	Fuel price levels* 44
2.05	Particulate matter concentration*104	10.05	Hotel price index* 14
2.06	Threatened species*121	11th pillar: Human resources	
2.07	Environmental treaty ratification* 46	11.01	Primary education enrollment*56
3rd pillar: Safety and security		11.02	Secondary education enrollment*110
3.01	Business costs of terrorism123	11.03	Quality of the educational system126
3.02	Reliability of police services133	11.04	Local availability of research and training services54
3.03	Business costs of crime and violence139	11.05	Extent of staff training56
3.04	Road traffic accidents*59	11.06	Hiring and firing practices64
4th pillar: Health and hygiene		11.07	Ease of hiring foreign labor68
4.01	Physician density*90	11.08	HIV prevalence*99
4.02	Access to improved sanitation*79	11.09	Business impact of HIV/AIDS61
4.03	Access to improved drinking water*68	11.10	Life expectancy*92
4.04	Hospital beds*122	12th pillar: Affinity for Travel & Tourism	
5th pillar: Prioritization of Travel & Tourism		12.01	Tourism openness*90
5.01	Government prioritization of the T&T industry112	12.02	Attitude of population toward foreign visitors102
5.02	T&T government expenditure* 42	12.03	Extension of business trips recommended 25
5.03	Effectiveness of marketing and branding105	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*83	13.01	Number of World Heritage natural sites* 43
5.05	Timeliness of providing monthly/quarterly T&T data* 12	13.02	Protected areas* 8
6th pillar: Air transport infrastructure		13.03	Quality of the natural environment105
6.01	Quality of air transport infrastructure 49	13.04	Total known species* 28
6.02	Available seat kilometers, domestic*84	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*96	14.01	Number of World Heritage cultural sites* 44
6.04	Departures per 1,000 population*n/a	14.02	Sports stadiums*84
6.05	Airport density*123	14.03	Number of international fairs and exhibitions*71
6.06	Number of operating airlines*97	14.04	Creative industries exports*74
6.07	International air transport network 48		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads61		
7.02	Quality of railroad infrastructure114		
7.03	Quality of port infrastructure57		
7.04	Quality of ground transport network100		
7.05	Road density*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.

Guyana

Key indicators

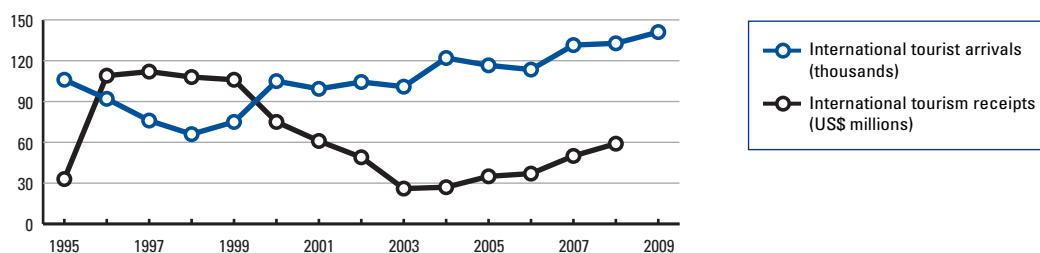
Population (millions), 2009.....	0.8
Surface area (1,000 square kilometers)	215.0
Gross domestic product (US\$ billions), 2009	2.1
Gross domestic product (PPP, US\$) per capita, 2009	6,657.6
Real GDP growth (percent), 2009.....	3.0
Environmental Performance Index, 2010 (out of 163 economies).....	82

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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....122	8.01	Hotel rooms*111
1.02	Property rights95	8.02	Presence of major car rental companies*80
1.03	Business impact of rules on FDI85	8.03	ATMs accepting Visa cards*89
1.04	Visa requirements*98		
1.05	Openness of bilateral Air Service Agreements*111	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking84	9.01	Extent of business Internet use81
1.07	Time required to start a business*97	9.02	Internet users*85
1.08	Cost to start a business*94	9.03	Telephone lines*71
1.09	GATS commitments*79	9.04	Broadband Internet subscribers*95
		9.05	Mobile telephone subscribers*93
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation62	10.01	Ticket taxes and airport charges*27
2.02	Enforcement of environmental regulation67	10.02	Purchasing power parity*40
2.03	Sustainability of T&T industry development72	10.03	Extent and effect of taxation125
2.04	Carbon dioxide emissions*56	10.04	Fuel price levels*41
2.05	Particulate matter concentration*54	10.05	Hotel price index*54
2.06	Threatened species*7		
2.07	Environmental treaty ratification*94	11th pillar: Human resources	
		11.01	Primary education enrollment*55
3rd pillar: Safety and security		11.02	Secondary education enrollment*16
3.01	Business costs of terrorism82	11.03	Quality of the educational system68
3.02	Reliability of police services114	11.04	Local availability of research and training services106
3.03	Business costs of crime and violence127	11.05	Extent of staff training61
3.04	Road traffic accidents*83	11.06	Hiring and firing practices20
		11.07	Ease of hiring foreign labor18
4th pillar: Health and hygiene		11.08	HIV prevalence*110
4.01	Physician density*104	11.09	Business impact of HIV/AIDS122
4.02	Access to improved sanitation*79	11.10	Life expectancy*104
4.03	Access to improved drinking water*68		
4.04	Hospital beds*85	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness*61
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors114
5.01	Government prioritization of the T&T industry89	12.03	Extension of business trips recommended115
5.02	T&T government expenditure*27		
5.03	Effectiveness of marketing and branding91	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*134	13.01	Number of World Heritage natural sites*75
5.05	Timeliness of providing monthly/quarterly T&T data*89	13.02	Protected areas*97
		13.03	Quality of the natural environment36
6th pillar: Air transport infrastructure		13.04	Total known species*26
6.01	Quality of air transport infrastructure105		
6.02	Available seat kilometers, domestic*103	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*129	14.01	Number of World Heritage cultural sites*122
6.04	Departures per 1,000 population*107	14.02	Sports stadiums*74
6.05	Airport density*35	14.03	Number of international fairs and exhibitions*125
6.06	Number of operating airlines*137	14.04	Creative industries exports*120
6.07	International air transport network112		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads69		
7.02	Quality of railroad infrastructure90		
7.03	Quality of port infrastructure103		
7.04	Quality of ground transport network73		
7.05	Road density*130		

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

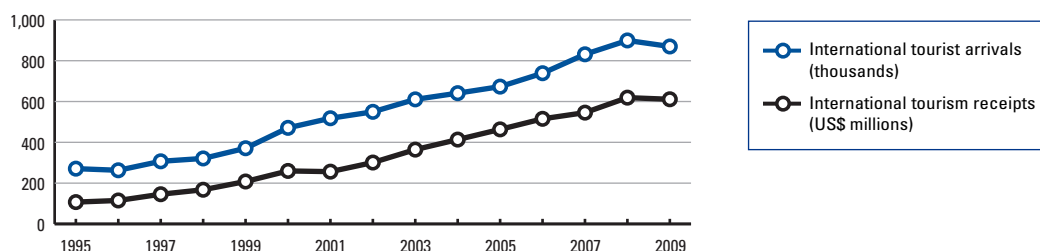
Population (millions), 2009.....	7.5
Surface area (1,000 square kilometers)	112.1
Gross domestic product (US\$ billions), 2009	14.3
Gross domestic product (PPP, US\$) per capita, 2009	4,344.1
Real GDP growth (percent), 2009.....	-1.9
Environmental Performance Index, 2010 (out of 163 economies).....	118

Travel & Tourism indicators

		Percent of total	2011-2020 annual growth (% forecast)
T&T industry, 2010 estimates			
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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership..... 50	8.01	Hotel rooms*76
1.02	Property rights93	8.02	Presence of major car rental companies*64
1.03	Business impact of rules on FDI96	8.03	ATMs accepting Visa cards*88
1.04	Visa requirements* 19	<hr/>	
1.05	Openness of bilateral Air Service Agreements* 2	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking83	9.01	Extent of business Internet use63
1.07	Time required to start a business*57	9.02	Internet users*104
1.08	Cost to start a business*115	9.03	Telephone lines*95
1.09	GATS commitments*98	9.04	Broadband Internet subscribers*139
<hr/>		9.05	Mobile telephone subscribers* 46
2nd pillar: Environmental sustainability		<hr/>	
2.01	Stringency of environmental regulation70	10th pillar: Price competitiveness in the T&T industry	
2.02	Enforcement of environmental regulation83	10.01	Ticket taxes and airport charges*70
2.03	Sustainability of T&T industry development76	10.02	Purchasing power parity* 50
2.04	Carbon dioxide emissions* 39	10.03	Extent and effect of taxation51
2.05	Particulate matter concentration*82	10.04	Fuel price levels* 37
2.06	Threatened species*105	10.05	Hotel price index* 28
2.07	Environmental treaty ratification*65	<hr/>	
<hr/>		11th pillar: Human resources	
3rd pillar: Safety and security		11.01	Primary education enrollment* 45
3.01	Business costs of terrorism111	11.02	Secondary education enrollment*106
3.02	Reliability of police services106	11.03	Quality of the educational system123
3.03	Business costs of crime and violence133	11.04	Local availability of research and training services89
3.04	Road traffic accidents* 47	11.05	Extent of staff training80
<hr/>		11.06	Hiring and firing practices91
4th pillar: Health and hygiene		11.07	Ease of hiring foreign labor59
4.01	Physician density*98	11.08	HIV prevalence*99
4.02	Access to improved sanitation*89	11.09	Business impact of HIV/AIDS88
4.03	Access to improved drinking water*95	11.10	Life expectancy*87
4.04	Hospital beds*120	<hr/>	
<hr/>		12th pillar: Affinity for Travel & Tourism	
5th pillar: Prioritization of Travel & Tourism		12.01	Tourism openness* 46
5.01	Government prioritization of the T&T industry88	12.02	Attitude of population toward foreign visitors120
5.02	T&T government expenditure*52	12.03	Extension of business trips recommended63
5.03	Effectiveness of marketing and branding66	<hr/>	
5.04	Comprehensiveness of annual T&T data*56	13th pillar: Natural resources	
5.05	Timeliness of providing monthly/quarterly T&T data* 12	13.01	Number of World Heritage natural sites* 43
<hr/>		13.02	Protected areas* 45
6th pillar: Air transport infrastructure		13.03	Quality of the natural environment96
6.01	Quality of air transport infrastructure70	13.04	Total known species* 31
6.02	Available seat kilometers, domestic*67	<hr/>	
6.03	Available seat kilometers, international*111	14th pillar: Cultural resources	
6.04	Departures per 1,000 population*n/a	14.01	Number of World Heritage cultural sites*73
6.05	Airport density* 41	14.02	Sports stadiums*67
6.06	Number of operating airlines*92	14.03	Number of international fairs and exhibitions*83
6.07	International air transport network62	14.04	Creative industries exports*94
<hr/>		<hr/>	
7th pillar: Ground transport infrastructure		<hr/>	
7.01	Quality of roads82	<hr/>	
7.02	Quality of railroad infrastructure105	<hr/>	
7.03	Quality of port infrastructure 32	<hr/>	
7.04	Quality of ground transport network85	<hr/>	
7.05	Road density*103	<hr/>	

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

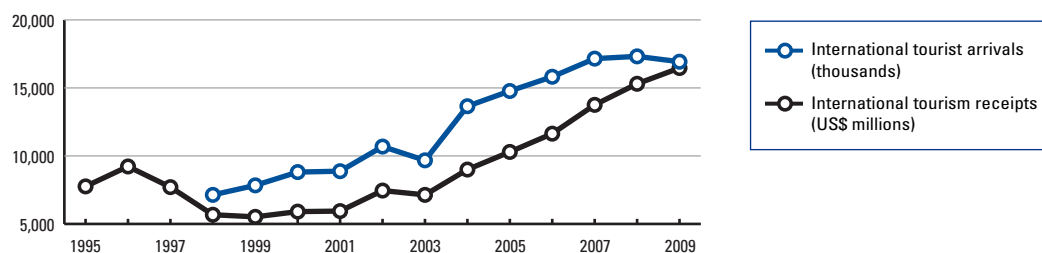
Population (millions), 2009.....	7.0
Surface area (1,000 square kilometers)	1.1
Gross domestic product (US\$ billions), 2009	210.6
Gross domestic product (PPP, US\$) per capita, 2009	42,653.0
Real GDP growth (percent), 2009.....	-2.8
Environmental Performance Index, 2010 (out of 163 economies)	n/a

Travel & Tourism indicators

		Percent of total	2011-2020 annual growth (% forecast)
T&T industry, 2010 estimates			
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), 200916,462.9



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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership..... 3	8.01	Hotel rooms*34
1.02	Property rights 4	8.02	Presence of major car rental companies*112
1.03	Business impact of rules on FDI 3	8.03	ATMs accepting Visa cards*52
1.04	Visa requirements* 4	9th pillar: ICT infrastructure	
1.05	Openness of bilateral Air Service Agreements*26	9.01	Extent of business Internet use13
1.06	Transparency of government policymaking 2	9.02	Internet users*25
1.07	Time required to start a business*13	9.03	Telephone lines* 3
1.08	Cost to start a business*24	9.04	Broadband Internet subscribers*14
1.09	GATS commitments*106	9.05	Mobile telephone subscribers* 4
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation54	10.01	Ticket taxes and airport charges*43
2.02	Enforcement of environmental regulation42	10.02	Purchasing power parity*94
2.03	Sustainability of T&T industry development37	10.03	Extent and effect of taxation 2
2.04	Carbon dioxide emissions*88	10.04	Fuel price levels*139
2.05	Particulate matter concentration*115	10.05	Hotel price index*69
2.06	Threatened species*118	11th pillar: Human resources	
2.07	Environmental treaty ratification*n/a	11.01	Primary education enrollment*72
3rd pillar: Safety and security		11.02	Secondary education enrollment*85
3.01	Business costs of terrorism41	11.03	Quality of the educational system25
3.02	Reliability of police services 4	11.04	Local availability of research and training services15
3.03	Business costs of crime and violence 8	11.05	Extent of staff training27
3.04	Road traffic accidents*n/a	11.06	Hiring and firing practices 1
4th pillar: Health and hygiene		11.07	Ease of hiring foreign labor19
4.01	Physician density*n/a	11.08	HIV prevalence* 1
4.02	Access to improved sanitation* 1	11.09	Business impact of HIV/AIDS37
4.03	Access to improved drinking water* 1	11.10	Life expectancy* 6
4.04	Hospital beds*n/a	12th pillar: Affinity for Travel & Tourism	
5th pillar: Prioritization of Travel & Tourism		12.01	Tourism openness*11
5.01	Government prioritization of the T&T industry12	12.02	Attitude of population toward foreign visitors 5
5.02	T&T government expenditure*17	12.03	Extension of business trips recommended36
5.03	Effectiveness of marketing and branding16	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*58	13.01	Number of World Heritage natural sites*75
5.05	Timeliness of providing monthly/quarterly T&T data*12	13.02	Protected areas* 2
6th pillar: Air transport infrastructure		13.03	Quality of the natural environment106
6.01	Quality of air transport infrastructure 1	13.04	Total known species*129
6.02	Available seat kilometers, domestic*103	14th pillar: Cultural resources	
6.03	Available seat kilometers, international* 10	14.01	Number of World Heritage cultural sites*122
6.04	Departures per 1,000 population*20	14.02	Sports stadiums*76
6.05	Airport density*124	14.03	Number of international fairs and exhibitions*37
6.06	Number of operating airlines*22	14.04	Creative industries exports* 4
6.07	International air transport network 2		
7th pillar: Ground transport infrastructure			
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		

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

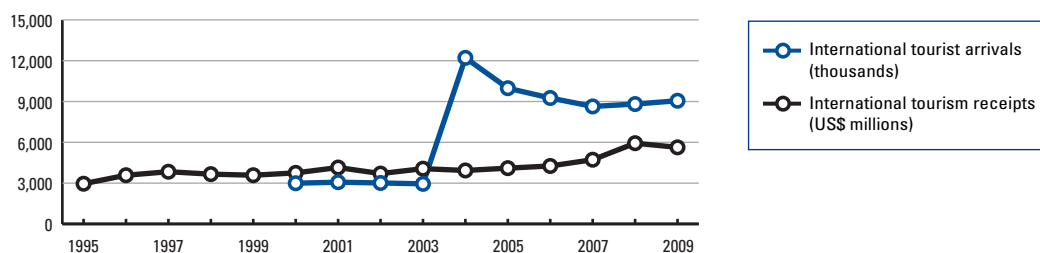
Population (millions), 2009.....	10.0
Surface area (1,000 square kilometers)	93.0
Gross domestic product (US\$ billions), 2009	129.5
Gross domestic product (PPP, US\$) per capita, 2009	18,505.8
Real GDP growth (percent), 2009.....	-6.3
Environmental Performance Index, 2010 (out of 163 economies).....	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), 20095,630.6



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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership..... 10	8.01	Hotel rooms*44
1.02	Property rights66	8.02	Presence of major car rental companies* 1
1.03	Business impact of rules on FDI60	8.03	ATMs accepting Visa cards* 37
1.04	Visa requirements*42		
1.05	Openness of bilateral Air Service Agreements*47	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking94	9.01	Extent of business Internet use67
1.07	Time required to start a business* 7	9.02	Internet users* 33
1.08	Cost to start a business*62	9.03	Telephone lines*40
1.09	GATS commitments* 31	9.04	Broadband Internet subscribers* 33
		9.05	Mobile telephone subscribers*40
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation43	10.01	Ticket taxes and airport charges*52
2.02	Enforcement of environmental regulation71	10.02	Purchasing power parity*88
2.03	Sustainability of T&T industry development102	10.03	Extent and effect of taxation138
2.04	Carbon dioxide emissions*87	10.04	Fuel price levels*90
2.05	Particulate matter concentration* 21	10.05	Hotel price index* 22
2.06	Threatened species* 34		
2.07	Environmental treaty ratification* 30	11th pillar: Human resources	
		11.01	Primary education enrollment*97
3rd pillar: Safety and security		11.02	Secondary education enrollment* 36
3.01	Business costs of terrorism 22	11.03	Quality of the educational system75
3.02	Reliability of police services67	11.04	Local availability of research and training services47
3.03	Business costs of crime and violence61	11.05	Extent of staff training88
3.04	Road traffic accidents* 36	11.06	Hiring and firing practices61
		11.07	Ease of hiring foreign labor 11
4th pillar: Health and hygiene		11.08	HIV prevalence* 20
4.01	Physician density* 37	11.09	Business impact of HIV/AIDS 15
4.02	Access to improved sanitation* 1	11.10	Life expectancy*53
4.03	Access to improved drinking water* 1		
4.04	Hospital beds* 16	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness*42
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors117
5.01	Government prioritization of the T&T industry82	12.03	Extension of business trips recommended129
5.02	T&T government expenditure* 35		
5.03	Effectiveness of marketing and branding96	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data* 14	13.01	Number of World Heritage natural sites*43
5.05	Timeliness of providing monthly/quarterly T&T data*89	13.02	Protected areas*96
		13.03	Quality of the natural environment81
6th pillar: Air transport infrastructure		13.04	Total known species*106
6.01	Quality of air transport infrastructure66		
6.02	Available seat kilometers, domestic*103	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*72	14.01	Number of World Heritage cultural sites* 29
6.04	Departures per 1,000 population*53	14.02	Sports stadiums* 33
6.05	Airport density*109	14.03	Number of international fairs and exhibitions* 25
6.06	Number of operating airlines*51	14.04	Creative industries exports*38
6.07	International air transport network71		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads63		
7.02	Quality of railroad infrastructure43		
7.03	Quality of port infrastructure77		
7.04	Quality of ground transport network61		
7.05	Road density* 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.

Iceland

Key indicators

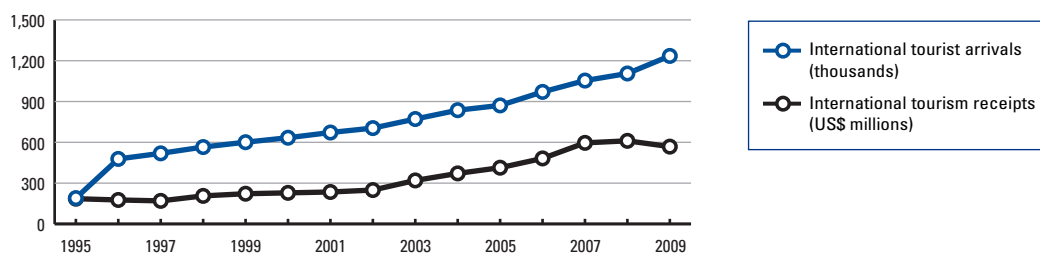
Population (millions), 2009.....	0.3
Surface area (1,000 square kilometers).....	103.0
Gross domestic product (US\$ billions), 2009.....	12.1
Gross domestic product (PPP, US\$) per capita, 2009.....	37,852.9
Real GDP growth (percent), 2009.....	-6.8
Environmental Performance Index, 2010 (out of 163 economies).....	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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....132	8.01	Hotel rooms* 6
1.02	Property rights32	8.02	Presence of major car rental companies* 1
1.03	Business impact of rules on FDI133	8.03	ATMs accepting Visa cards*27
1.04	Visa requirements*42	9th pillar: ICT infrastructure	
1.05	Openness of bilateral Air Service Agreements*18	9.01	Extent of business Internet use 4
1.06	Transparency of government policymaking16	9.02	Internet users* 1
1.07	Time required to start a business* 9	9.03	Telephone lines* 6
1.08	Cost to start a business*28	9.04	Broadband Internet subscribers* 6
1.09	GATS commitments*16	9.05	Mobile telephone subscribers*55
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation16	10.01	Ticket taxes and airport charges*19
2.02	Enforcement of environmental regulation15	10.02	Purchasing power parity*121
2.03	Sustainability of T&T industry development29	10.03	Extent and effect of taxation37
2.04	Carbon dioxide emissions*98	10.04	Fuel price levels*76
2.05	Particulate matter concentration*19	10.05	Hotel price index*39
2.06	Threatened species*52	11th pillar: Human resources	
2.07	Environmental treaty ratification*65	11.01	Primary education enrollment*34
3rd pillar: Safety and security		11.02	Secondary education enrollment* 10
3.01	Business costs of terrorism 3	11.03	Quality of the educational system 3
3.02	Reliability of police services 3	11.04	Local availability of research and training services16
3.03	Business costs of crime and violence 7	11.05	Extent of staff training24
3.04	Road traffic accidents*23	11.06	Hiring and firing practices 5
4th pillar: Health and hygiene		11.07	Ease of hiring foreign labor12
4.01	Physician density*12	11.08	HIV prevalence*68
4.02	Access to improved sanitation* 1	11.09	Business impact of HIV/AIDS 7
4.03	Access to improved drinking water* 1	11.10	Life expectancy* 2
4.04	Hospital beds*14	12th pillar: Affinity for Travel & Tourism	
5th pillar: Prioritization of Travel & Tourism		12.01	Tourism openness*25
5.01	Government prioritization of the T&T industry51	12.02	Attitude of population toward foreign visitors 2
5.02	T&T government expenditure* 6	12.03	Extension of business trips recommended18
5.03	Effectiveness of marketing and branding30	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*44	13.01	Number of World Heritage natural sites*43
5.05	Timeliness of providing monthly/quarterly T&T data*12	13.02	Protected areas*91
6th pillar: Air transport infrastructure		13.03	Quality of the natural environment 6
6.01	Quality of air transport infrastructure 7	13.04	Total known species*137
6.02	Available seat kilometers, domestic*64	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*82	14.01	Number of World Heritage cultural sites*104
6.04	Departures per 1,000 population* 7	14.02	Sports stadiums* 2
6.05	Airport density* 1	14.03	Number of international fairs and exhibitions*53
6.06	Number of operating airlines*117	14.04	Creative industries exports*110
6.07	International air transport network 10		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads28		
7.02	Quality of railroad infrastructuren/a		
7.03	Quality of port infrastructure 7		
7.04	Quality of ground transport network12		
7.05	Road density*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.

India

Key indicators

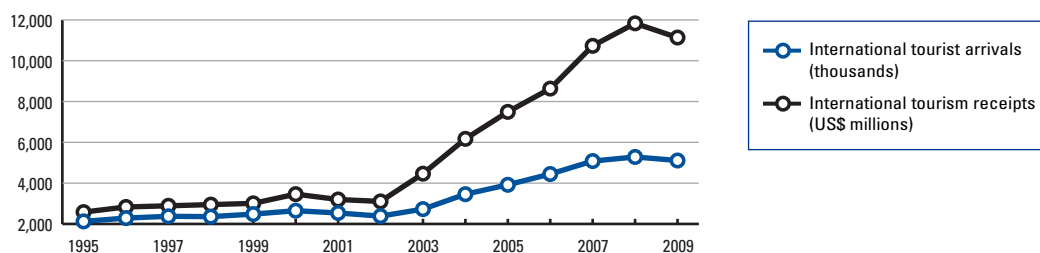
Population (millions), 2009.....	1,155.3
Surface area (1,000 square kilometers).....	3,287.3
Gross domestic product (US\$ billions), 2009.....	1,236.9
Gross domestic product (PPP, US\$) per capita, 2009.....	3,015.1
Real GDP growth (percent), 2009.....	5.7
Environmental Performance Index, 2010 (out of 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), 200911,136.0



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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....81	8.01	Hotel rooms*136
1.02	Property rights61	8.02	Presence of major car rental companies* 40
1.03	Business impact of rules on FDI 46	8.03	ATMs accepting Visa cards*100
1.04	Visa requirements*135		
1.05	Openness of bilateral Air Service Agreements*95	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking 42	9.01	Extent of business Internet use54
1.07	Time required to start a business*95	9.02	Internet users*118
1.08	Cost to start a business*120	9.03	Telephone lines*110
1.09	GATS commitments*112	9.04	Broadband Internet subscribers*100
		9.05	Mobile telephone subscribers*119
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation66	10.01	Ticket taxes and airport charges* 18
2.02	Enforcement of environmental regulation80	10.02	Purchasing power parity* 2
2.03	Sustainability of T&T industry development87	10.03	Extent and effect of taxation 36
2.04	Carbon dioxide emissions* 47	10.04	Fuel price levels*66
2.05	Particulate matter concentration*105	10.05	Hotel price index*73
2.06	Threatened species*131		
2.07	Environmental treaty ratification* 16	11th pillar: Human resources	
		11.01	Primary education enrollment*82
3rd pillar: Safety and security		11.02	Secondary education enrollment*107
3.01	Business costs of terrorism127	11.03	Quality of the educational system 39
3.02	Reliability of police services68	11.04	Local availability of research and training services51
3.03	Business costs of crime and violence67	11.05	Extent of staff training59
3.04	Road traffic accidents*73	11.06	Hiring and firing practices89
		11.07	Ease of hiring foreign labor113
4th pillar: Health and hygiene		11.08	HIV prevalence*68
4.01	Physician density*97	11.09	Business impact of HIV/AIDS99
4.02	Access to improved sanitation*118	11.10	Life expectancy*106
4.03	Access to improved drinking water*90		
4.04	Hospital beds*112	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness*124
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors81
5.01	Government prioritization of the T&T industry80	12.03	Extension of business trips recommended92
5.02	T&T government expenditure*128		
5.03	Effectiveness of marketing and branding63	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*75	13.01	Number of World Heritage natural sites* 7
5.05	Timeliness of providing monthly/quarterly T&T data* 12	13.02	Protected areas*95
		13.03	Quality of the natural environment97
6th pillar: Air transport infrastructure		13.04	Total known species* 10
6.01	Quality of air transport infrastructure71		
6.02	Available seat kilometers, domestic* 7	14th pillar: Cultural resources	
6.03	Available seat kilometers, international* 16	14.01	Number of World Heritage cultural sites* 6
6.04	Departures per 1,000 population*102	14.02	Sports stadiums*131
6.05	Airport density*135	14.03	Number of international fairs and exhibitions* 31
6.06	Number of operating airlines* 17	14.04	Creative industries exports* 10
6.07	International air transport network54		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads90		
7.02	Quality of railroad infrastructure 23		
7.03	Quality of port infrastructure83		
7.04	Quality of ground transport network62		
7.05	Road density* 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.

Indonesia

Key indicators

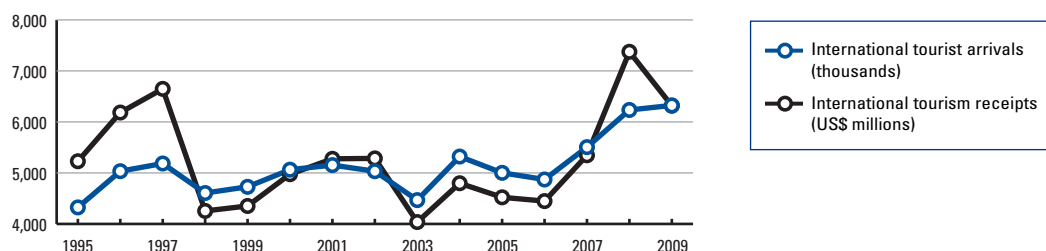
Population (millions), 2009.....	230.0
Surface area (1,000 square kilometers)	1,904.6
Gross domestic product (US\$ billions), 2009	539.4
Gross domestic product (PPP, US\$) per capita, 2009	4,150.8
Real GDP growth (percent), 2009.....	4.5
Environmental Performance Index, 2010 (out of 163 economies).....	134

Travel & Tourism indicators

	Percent of total	2011–2020 annual growth (% forecast)
T&T industry, 2010 estimates		
GDP (US\$ millions)	14,752	2.2
Employment (1,000 jobs).....	1,952	1.8
T&T economy, 2010 estimates		
GDP (US\$ millions)	50,992	7.6
Employment (1,000 jobs).....	6,766	6.3

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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....54	8.01	Hotel rooms*93
1.02	Property rights84	8.02	Presence of major car rental companies*112
1.03	Business impact of rules on FDI 49	8.03	ATMs accepting Visa cards*97
1.04	Visa requirements*94	9th pillar: ICT infrastructure	
1.05	Openness of bilateral Air Service Agreements* 32	9.01	Extent of business Internet use61
1.06	Transparency of government policymaking91	9.02	Internet users*109
1.07	Time required to start a business*119	9.03	Telephone lines*82
1.08	Cost to start a business*98	9.04	Broadband Internet subscribers*99
1.09	GATS commitments* 43	9.05	Mobile telephone subscribers*99
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation75	10.01	Ticket taxes and airport charges* 16
2.02	Enforcement of environmental regulation66	10.02	Purchasing power parity*68
2.03	Sustainability of T&T industry development 50	10.03	Extent and effect of taxation 17
2.04	Carbon dioxide emissions*52	10.04	Fuel price levels* 19
2.05	Particulate matter concentration*118	10.05	Hotel price index* 6
2.06	Threatened species*129	11th pillar: Human resources	
2.07	Environmental treaty ratification*81	11.01	Primary education enrollment*52
3rd pillar: Safety and security		11.02	Secondary education enrollment*97
3.01	Business costs of terrorism101	11.03	Quality of the educational system 40
3.02	Reliability of police services80	11.04	Local availability of research and training services52
3.03	Business costs of crime and violence75	11.05	Extent of staff training 36
3.04	Road traffic accidents*70	11.06	Hiring and firing practices 38
4th pillar: Health and hygiene		11.07	Ease of hiring foreign labor 35
4.01	Physician density*119	11.08	HIV prevalence*56
4.02	Access to improved sanitation*103	11.09	Business impact of HIV/AIDS95
4.03	Access to improved drinking water*107	11.10	Life expectancy*100
4.04	Hospital beds*122	12th pillar: Affinity for Travel & Tourism	
5th pillar: Prioritization of Travel & Tourism		12.01	Tourism openness*115
5.01	Government prioritization of the T&T industry71	12.02	Attitude of population toward foreign visitors113
5.02	T&T government expenditure* 13	12.03	Extension of business trips recommended93
5.03	Effectiveness of marketing and branding58	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data* 28	13.01	Number of World Heritage natural sites* 10
5.05	Timeliness of providing monthly/quarterly T&T data* 12	13.02	Protected areas*85
6th pillar: Air transport infrastructure		13.03	Quality of the natural environment100
6.01	Quality of air transport infrastructure69	13.04	Total known species* 4
6.02	Available seat kilometers, domestic* 9	14th pillar: Cultural resources	
6.03	Available seat kilometers, international* 29	14.01	Number of World Heritage cultural sites* 29
6.04	Departures per 1,000 population*81	14.02	Sports stadiums*114
6.05	Airport density*102	14.03	Number of international fairs and exhibitions* 43
6.06	Number of operating airlines* 37	14.04	Creative industries exports* 29
6.07	International air transport network76		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads84		
7.02	Quality of railroad infrastructure56		
7.03	Quality of port infrastructure96		
7.04	Quality of ground transport network88		
7.05	Road density*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.

Iran, Islamic Rep.

Key indicators

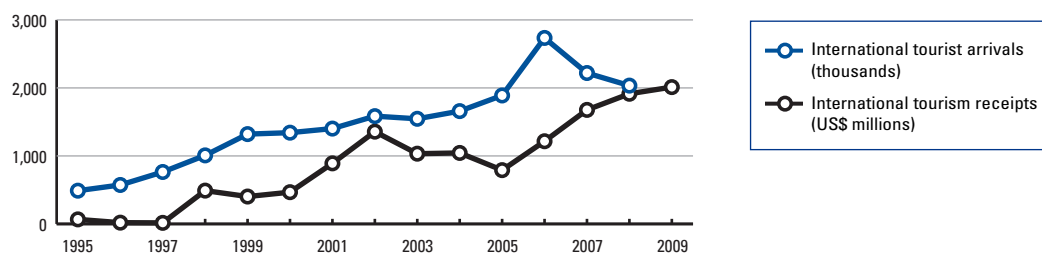
Population (millions), 2009.....	72.9
Surface area (1,000 square kilometers).....	1,745.2
Gross domestic product (US\$ billions), 2009.....	325.9
Gross domestic product (PPP, US\$) per capita, 2009.....	10,938.8
Real GDP growth (percent), 2009.....	1.1
Environmental Performance Index, 2010 (out of 163 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), 20092,012.0



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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....139	8.01	Hotel rooms*112
1.02	Property rights70	8.02	Presence of major car rental companies*133
1.03	Business impact of rules on FDI129	8.03	ATMs accepting Visa cards*138
1.04	Visa requirements*138		
1.05	Openness of bilateral Air Service Agreements*114	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking124	9.01	Extent of business Internet use128
1.07	Time required to start a business* 28	9.02	Internet users*101
1.08	Cost to start a business* 39	9.03	Telephone lines* 33
1.09	GATS commitments*n/a	9.04	Broadband Internet subscribers*101
		9.05	Mobile telephone subscribers*96
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation64	10.01	Ticket taxes and airport charges* 11
2.02	Enforcement of environmental regulation64	10.02	Purchasing power parity* 14
2.03	Sustainability of T&T industry development113	10.03	Extent and effect of taxation72
2.04	Carbon dioxide emissions*95	10.04	Fuel price levels* 14
2.05	Particulate matter concentration*94	10.05	Hotel price index*n/a
2.06	Threatened species*90		
2.07	Environmental treaty ratification* 46	11th pillar: Human resources	
		11.01	Primary education enrollment* 5
3rd pillar: Safety and security		11.02	Secondary education enrollment*82
3.01	Business costs of terrorism119	11.03	Quality of the educational system108
3.02	Reliability of police services53	11.04	Local availability of research and training services74
3.03	Business costs of crime and violence101	11.05	Extent of staff training132
3.04	Road traffic accidents*130	11.06	Hiring and firing practices90
		11.07	Ease of hiring foreign labor137
4th pillar: Health and hygiene		11.08	HIV prevalence*56
4.01	Physician density*92	11.09	Business impact of HIV/AIDS66
4.02	Access to improved sanitation*n/a	11.10	Life expectancy*74
4.03	Access to improved drinking water*n/a		
4.04	Hospital beds*99	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness*92
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors137
5.01	Government prioritization of the T&T industry133	12.03	Extension of business trips recommended103
5.02	T&T government expenditure*82		
5.03	Effectiveness of marketing and branding116	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*131	13.01	Number of World Heritage natural sites*75
5.05	Timeliness of providing monthly/quarterly T&T data*122	13.02	Protected areas*82
		13.03	Quality of the natural environment 23
6th pillar: Air transport infrastructure		13.04	Total known species*54
6.01	Quality of air transport infrastructure130		
6.02	Available seat kilometers, domestic* 24	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*66	14.01	Number of World Heritage cultural sites* 10
6.04	Departures per 1,000 population*n/a	14.02	Sports stadiums*133
6.05	Airport density*63	14.03	Number of international fairs and exhibitions*83
6.06	Number of operating airlines*59	14.04	Creative industries exports* 39
6.07	International air transport network132		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads74		
7.02	Quality of railroad infrastructure53		
7.03	Quality of port infrastructure84		
7.04	Quality of ground transport network114		
7.05	Road density*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.

Ireland

Key indicators

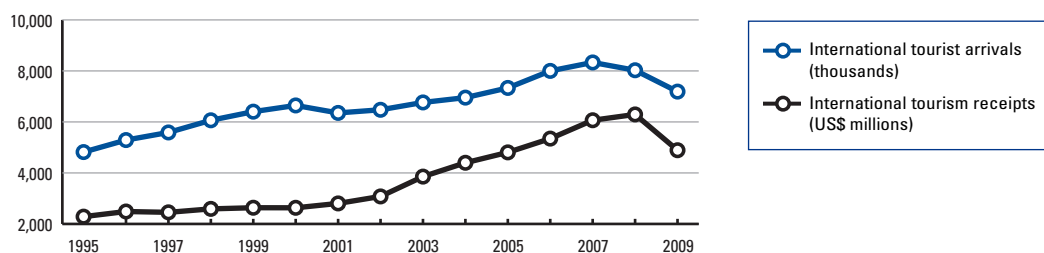
Population (millions), 2009.....	4.5
Surface area (1,000 square kilometers)	70.3
Gross domestic product (US\$ billions), 2009	222.4
Gross domestic product (PPP, US\$) per capita, 2009	38,685.5
Real GDP growth (percent), 2009.....	-7.6
Environmental Performance Index, 2010 (out of 163 economies).....	44

Travel & Tourism indicators

	Percent of total	2011-2020 annual growth (% forecast)
T&T industry, 2010 estimates		
GDP (US\$ millions)	4,076	1.7
Employment (1,000 jobs).....	33	1.8
T&T economy, 2010 estimates		
GDP (US\$ millions)	14,829	6.3
Employment (1,000 jobs).....	114	6.2

Source: World Travel & Tourism Council, TSA Research 2010

International tourist arrivals (thousands), 2009.....7,189.0
International tourism receipts (US\$ millions), 20094,890.2



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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....12	8.01	Hotel rooms*11
1.02	Property rights13	8.02	Presence of major car rental companies*1
1.03	Business impact of rules on FDI2	8.03	ATMs accepting Visa cards*26
1.04	Visa requirements*19		
1.05	Openness of bilateral Air Service Agreements*28	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking25	9.01	Extent of business Internet use32
1.07	Time required to start a business*50	9.02	Internet users*27
1.08	Cost to start a business*3	9.03	Telephone lines*17
1.09	GATS commitments*65	9.04	Broadband Internet subscribers*27
		9.05	Mobile telephone subscribers*53
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation22	10.01	Ticket taxes and airport charges*64
2.02	Enforcement of environmental regulation23	10.02	Purchasing power parity*133
2.03	Sustainability of T&T industry development30	10.03	Extent and effect of taxation38
2.04	Carbon dioxide emissions*116	10.04	Fuel price levels*123
2.05	Particulate matter concentration*14	10.05	Hotel price index*50
2.06	Threatened species*17		
2.07	Environmental treaty ratification*1	11th pillar: Human resources	
		11.01	Primary education enrollment*37
3rd pillar: Safety and security		11.02	Secondary education enrollment*6
3.01	Business costs of terrorism29	11.03	Quality of the educational system11
3.02	Reliability of police services17	11.04	Local availability of research and training services24
3.03	Business costs of crime and violence28	11.05	Extent of staff training23
3.04	Road traffic accidents*17	11.06	Hiring and firing practices85
		11.07	Ease of hiring foreign labor7
4th pillar: Health and hygiene		11.08	HIV prevalence*56
4.01	Physician density*32	11.09	Business impact of HIV/AIDS17
4.02	Access to improved sanitation*37	11.10	Life expectancy*15
4.03	Access to improved drinking water*1		
4.04	Hospital beds*31	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness*48
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors14
5.01	Government prioritization of the T&T industry19	12.03	Extension of business trips recommended22
5.02	T&T government expenditure*53		
5.03	Effectiveness of marketing and branding10	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*36	13.01	Number of World Heritage natural sites*75
5.05	Timeliness of providing monthly/quarterly T&T data*72	13.02	Protected areas*131
		13.03	Quality of the natural environment12
6th pillar: Air transport infrastructure		13.04	Total known species*130
6.01	Quality of air transport infrastructure52		
6.02	Available seat kilometers, domestic*54	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*39	14.01	Number of World Heritage cultural sites*89
6.04	Departures per 1,000 population*2	14.02	Sports stadiums*1
6.05	Airport density*23	14.03	Number of international fairs and exhibitions*34
6.06	Number of operating airlines*58	14.04	Creative industries exports*30
6.07	International air transport network46		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads52		
7.02	Quality of railroad infrastructure42		
7.03	Quality of port infrastructure45		
7.04	Quality of ground transport network104		
7.05	Road density*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.

Israel

Key indicators

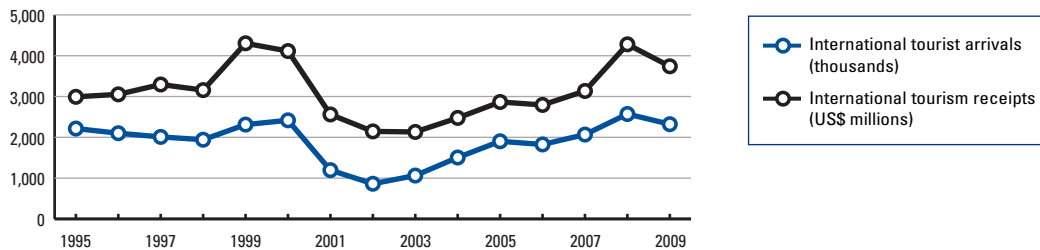
Population (millions), 2009.....	7.4
Surface area (1,000 square kilometers)	22.1
Gross domestic product (US\$ billions), 2009	195.4
Gross domestic product (PPP, US\$) per capita, 2009	28,581.2
Real GDP growth (percent), 2009.....	0.8
Environmental Performance Index, 2010 (out of 163 economies).....	66

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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01 Prevalence of foreign ownership.....	53	8.01 Hotel rooms*	42
1.02 Property rights	49	8.02 Presence of major car rental companies*	1
1.03 Business impact of rules on FDI	65	8.03 ATMs accepting Visa cards*	69
1.04 Visa requirements*	22	9th pillar: ICT infrastructure	
1.05 Openness of bilateral Air Service Agreements*	41	9.01 Extent of business Internet use	9
1.06 Transparency of government policymaking	90	9.02 Internet users*	31
1.07 Time required to start a business*	106	9.03 Telephone lines*	18
1.08 Cost to start a business*	41	9.04 Broadband Internet subscribers*	17
1.09 GATS commitments*	103	9.05 Mobile telephone subscribers*	30
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01 Stringency of environmental regulation	32	10.01 Ticket taxes and airport charges*	73
2.02 Enforcement of environmental regulation	35	10.02 Purchasing power parity*	113
2.03 Sustainability of T&T industry development	91	10.03 Extent and effect of taxation	45
2.04 Carbon dioxide emissions*	111	10.04 Fuel price levels*	117
2.05 Particulate matter concentration*	56	10.05 Hotel price index*	67
2.06 Threatened species*	88	11th pillar: Human resources	
2.07 Environmental treaty ratification*	125	11.01 Primary education enrollment*	38
3rd pillar: Safety and security		11.02 Secondary education enrollment*	61
3.01 Business costs of terrorism.....	105	11.03 Quality of the educational system	74
3.02 Reliability of police services.....	78	11.04 Local availability of research and training services	30
3.03 Business costs of crime and violence	44	11.05 Extent of staff training.....	25
3.04 Road traffic accidents*	10	11.06 Hiring and firing practices	44
4th pillar: Health and hygiene		11.07 Ease of hiring foreign labor.....	127
4.01 Physician density*	19	11.08 HIV prevalence*	56
4.02 Access to improved sanitation*	1	11.09 Business impact of HIV/AIDS	9
4.03 Access to improved drinking water*	1	11.10 Life expectancy*	7
4.04 Hospital beds*	27	12th pillar: Affinity for Travel & Tourism	
5th pillar: Prioritization of Travel & Tourism		12.01 Tourism openness*	93
5.01 Government prioritization of the T&T industry	73	12.02 Attitude of population toward foreign visitors	75
5.02 T&T government expenditure*	106	12.03 Extension of business trips recommended.....	12
5.03 Effectiveness of marketing and branding	106	13th pillar: Natural resources	
5.04 Comprehensiveness of annual T&T data*	1	13.01 Number of World Heritage natural sites*	75
5.05 Timeliness of providing monthly/quarterly T&T data*	12	13.02 Protected areas*	34
6th pillar: Air transport infrastructure		13.03 Quality of the natural environment.....	69
6.01 Quality of air transport infrastructure	37	13.04 Total known species*	72
6.02 Available seat kilometers, domestic*	63	14th pillar: Cultural resources	
6.03 Available seat kilometers, international*	36	14.01 Number of World Heritage cultural sites*	44
6.04 Departures per 1,000 population*	46	14.02 Sports stadiums*	68
6.05 Airport density*	80	14.03 Number of international fairs and exhibitions*	65
6.06 Number of operating airlines*	29	14.04 Creative industries exports*	46
6.07 International air transport network	43	7th pillar: Ground transport infrastructure	
7th pillar: Ground transport infrastructure		7.01 Quality of roads	50
7.01 Quality of roads	50	7.02 Quality of railroad infrastructure	52
7.02 Quality of railroad infrastructure	52	7.03 Quality of port infrastructure	53
7.03 Quality of port infrastructure	53	7.04 Quality of ground transport network	40
7.04 Quality of ground transport network	40	7.05 Road density*	42
7.05 Road density*	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.

Italy

Key indicators

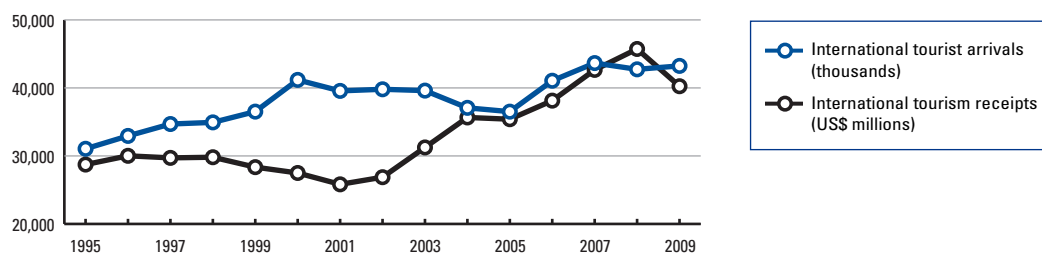
Population (millions), 2009.....	60.2
Surface area (1,000 square kilometers).....	301.3
Gross domestic product (US\$ billions), 2009.....	2,118.3
Gross domestic product (PPP, US\$) per capita, 2009.....	29,068.2
Real GDP growth (percent), 2009.....	-5.0
Environmental Performance Index, 2010 (out of 163 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), 200940,249.0



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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....112	8.01	Hotel rooms* 10
1.02	Property rights69	8.02	Presence of major car rental companies* 1
1.03	Business impact of rules on FDI118	8.03	ATMs accepting Visa cards* 8
1.04	Visa requirements*42		
1.05	Openness of bilateral Air Service Agreements*30	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking119	9.01	Extent of business Internet use72
1.07	Time required to start a business* 13	9.02	Internet users*46
1.08	Cost to start a business*91	9.03	Telephone lines*32
1.09	GATS commitments*89	9.04	Broadband Internet subscribers*30
		9.05	Mobile telephone subscribers* 13
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation56	10.01	Ticket taxes and airport charges*37
2.02	Enforcement of environmental regulation81	10.02	Purchasing power parity*125
2.03	Sustainability of T&T industry development111	10.03	Extent and effect of taxation133
2.04	Carbon dioxide emissions*100	10.04	Fuel price levels*125
2.05	Particulate matter concentration*46	10.05	Hotel price index*89
2.06	Threatened species*71		
2.07	Environmental treaty ratification* 16	11th pillar: Human resources	
		11.01	Primary education enrollment*25
3rd pillar: Safety and security		11.02	Secondary education enrollment*25
3.01	Business costs of terrorism73	11.03	Quality of the educational system83
3.02	Reliability of police services44	11.04	Local availability of research and training services37
3.03	Business costs of crime and violence92	11.05	Extent of staff training127
3.04	Road traffic accidents* 20	11.06	Hiring and firing practices129
		11.07	Ease of hiring foreign labor54
4th pillar: Health and hygiene		11.08	HIV prevalence*68
4.01	Physician density* 15	11.09	Business impact of HIV/AIDS36
4.02	Access to improved sanitation* 1	11.10	Life expectancy* 2
4.03	Access to improved drinking water* 1		
4.04	Hospital beds*44	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness*99
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors94
5.01	Government prioritization of the T&T industry76	12.03	Extension of business trips recommended74
5.02	T&T government expenditure*65		
5.03	Effectiveness of marketing and branding108	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data* 1	13.01	Number of World Heritage natural sites* 17
5.05	Timeliness of providing monthly/quarterly T&T data*63	13.02	Protected areas*53
		13.03	Quality of the natural environment82
6th pillar: Air transport infrastructure		13.04	Total known species*71
6.01	Quality of air transport infrastructure84		
6.02	Available seat kilometers, domestic* 12	14th pillar: Cultural resources	
6.03	Available seat kilometers, international* 14	14.01	Number of World Heritage cultural sites* 3
6.04	Departures per 1,000 population*45	14.02	Sports stadiums*45
6.05	Airport density*70	14.03	Number of international fairs and exhibitions* 6
6.06	Number of operating airlines* 5	14.04	Creative industries exports* 5
6.07	International air transport network94		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads54		
7.02	Quality of railroad infrastructure39		
7.03	Quality of port infrastructure81		
7.04	Quality of ground transport network111		
7.05	Road density* 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.

Jamaica

Key indicators

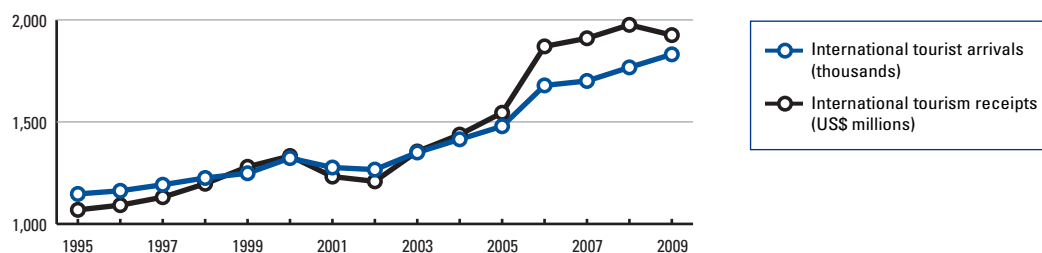
Population (millions), 2009.....	2.7
Surface area (1,000 square kilometers)	11.0
Gross domestic product (US\$ billions), 2009	12.6
Gross domestic product (PPP, US\$) per capita, 2009	8,803.6
Real GDP growth (percent), 2009.....	-3.0
Environmental Performance Index, 2010 (out of 163 economies).....	89

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), 20091,925.5



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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01 Prevalence of foreign ownership.....	46	8.01 Hotel rooms*	33
1.02 Property rights	73	8.02 Presence of major car rental companies*	80
1.03 Business impact of rules on FDI	51	8.03 ATMs accepting Visa cards*	96
1.04 Visa requirements*	10		
1.05 Openness of bilateral Air Service Agreements*	6	9th pillar: ICT infrastructure	
1.06 Transparency of government policymaking	64	9.01 Extent of business Internet use	79
1.07 Time required to start a business*	28	9.02 Internet users*	37
1.08 Cost to start a business*	46	9.03 Telephone lines*	89
1.09 GATS commitments*	36	9.04 Broadband Internet subscribers*	70
		9.05 Mobile telephone subscribers*	51
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01 Stringency of environmental regulation	92	10.01 Ticket taxes and airport charges*	99
2.02 Enforcement of environmental regulation	94	10.02 Purchasing power parity*	95
2.03 Sustainability of T&T industry development.....	40	10.03 Extent and effect of taxation	121
2.04 Carbon dioxide emissions*	81	10.04 Fuel price levels*	25
2.05 Particulate matter concentration*	83	10.05 Hotel price index*	95
2.06 Threatened species*	128		
2.07 Environmental treaty ratification*	81	11th pillar: Human resources	
		11.01 Primary education enrollment*	124
3rd pillar: Safety and security		11.02 Secondary education enrollment*	58
3.01 Business costs of terrorism.....	76	11.03 Quality of the educational system.....	98
3.02 Reliability of police services.....	109	11.04 Local availability of research and training services.....	99
3.03 Business costs of crime and violence	136	11.05 Extent of staff training.....	49
3.04 Road traffic accidents*	36	11.06 Hiring and firing practices	59
		11.07 Ease of hiring foreign labor.....	112
4th pillar: Health and hygiene		11.08 HIV prevalence*	118
4.01 Physician density*	93	11.09 Business impact of HIV/AIDS.....	108
4.02 Access to improved sanitation*	77	11.10 Life expectancy*	74
4.03 Access to improved drinking water*	68		
4.04 Hospital beds*	93	12th pillar: Affinity for Travel & Tourism	
		12.01 Tourism openness*	7
5th pillar: Prioritization of Travel & Tourism		12.02 Attitude of population toward foreign visitors.....	33
5.01 Government prioritization of the T&T industry	10	12.03 Extension of business trips recommended.....	33
5.02 T&T government expenditure*	2		
5.03 Effectiveness of marketing and branding.....	9	13th pillar: Natural resources	
5.04 Comprehensiveness of annual T&T data*	44	13.01 Number of World Heritage natural sites*	75
5.05 Timeliness of providing monthly/quarterly T&T data*	46	13.02 Protected areas*	79
		13.03 Quality of the natural environment.....	57
6th pillar: Air transport infrastructure		13.04 Total known species*	131
6.01 Quality of air transport infrastructure	47		
6.02 Available seat kilometers, domestic*	82	14th pillar: Cultural resources	
6.03 Available seat kilometers, international*	68	14.01 Number of World Heritage cultural sites*	104
6.04 Departures per 1,000 population*	41	14.02 Sports stadiums*	56
6.05 Airport density*	61	14.03 Number of international fairs and exhibitions*	99
6.06 Number of operating airlines*	68	14.04 Creative industries exports*	115
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		

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

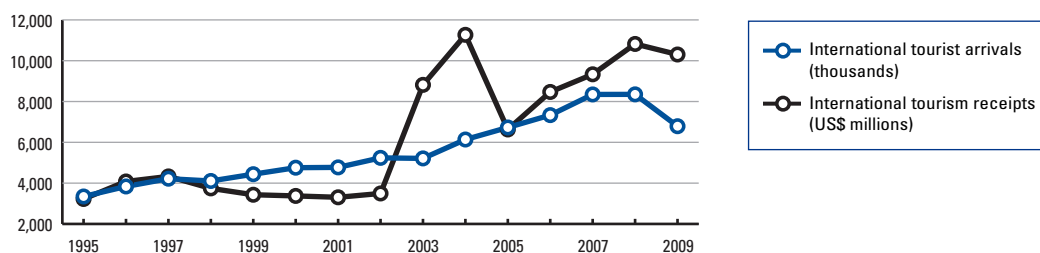
Population (millions), 2009.....	127.6
Surface area (1,000 square kilometers).....	377.9
Gross domestic product (US\$ billions), 2009.....	5,068.9
Gross domestic product (PPP, US\$) per capita, 2009.....	32,554.2
Real GDP growth (percent), 2009.....	-5.2
Environmental Performance Index, 2010 (out of 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), 200910,304.6



Source: United Nations World Tourism Organization

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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....97	8.01	Hotel rooms* 20
1.02	Property rights23	8.02	Presence of major car rental companies*80
1.03	Business impact of rules on FDI91	8.03	ATMs accepting Visa cards*56
1.04	Visa requirements*76		
1.05	Openness of bilateral Air Service Agreements* 21	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking48	9.01	Extent of business Internet use 11
1.07	Time required to start a business*86	9.02	Internet users* 15
1.08	Cost to start a business*60	9.03	Telephone lines*34
1.09	GATS commitments*94	9.04	Broadband Internet subscribers* 19
		9.05	Mobile telephone subscribers*75
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation 11	10.01	Ticket taxes and airport charges*106
2.02	Enforcement of environmental regulation 12	10.02	Purchasing power parity*132
2.03	Sustainability of T&T industry development70	10.03	Extent and effect of taxation102
2.04	Carbon dioxide emissions*115	10.04	Fuel price levels*135
2.05	Particulate matter concentration*51	10.05	Hotel price index*70
2.06	Threatened species*132		
2.07	Environmental treaty ratification* 16	11th pillar: Human resources	
		11.01	Primary education enrollment* 2
3rd pillar: Safety and security		11.02	Secondary education enrollment*23
3.01	Business costs of terrorism.....95	11.03	Quality of the educational system35
3.02	Reliability of police services.....22	11.04	Local availability of research and training services 13
3.03	Business costs of crime and violence53	11.05	Extent of staff training 6
3.04	Road traffic accidents* 6	11.06	Hiring and firing practices121
		11.07	Ease of hiring foreign labor114
4th pillar: Health and hygiene		11.08	HIV prevalence* 1
4.01	Physician density*53	11.09	Business impact of HIV/AIDS42
4.02	Access to improved sanitation* 1	11.10	Life expectancy* 1
4.03	Access to improved drinking water* 1		
4.04	Hospital beds* 1	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness*134
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors91
5.01	Government prioritization of the T&T industry64	12.03	Extension of business trips recommended120
5.02	T&T government expenditure*47		
5.03	Effectiveness of marketing and branding67	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*98	13.01	Number of World Heritage natural sites* 17
5.05	Timeliness of providing monthly/quarterly T&T data* 6	13.02	Protected areas*60
		13.03	Quality of the natural environment 17
6th pillar: Air transport infrastructure		13.04	Total known species*56
6.01	Quality of air transport infrastructure54		
6.02	Available seat kilometers, domestic* 3	14th pillar: Cultural resources	
6.03	Available seat kilometers, international* 6	14.01	Number of World Heritage cultural sites* 8
6.04	Departures per 1,000 population*51	14.02	Sports stadiums*63
6.05	Airport density*73	14.03	Number of international fairs and exhibitions* 7
6.06	Number of operating airlines* 16	14.04	Creative industries exports* 13
6.07	International air transport network26		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads22		
7.02	Quality of railroad infrastructure 3		
7.03	Quality of port infrastructure37		
7.04	Quality of ground transport network 6		
7.05	Road density* 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.

Jordan

Key indicators

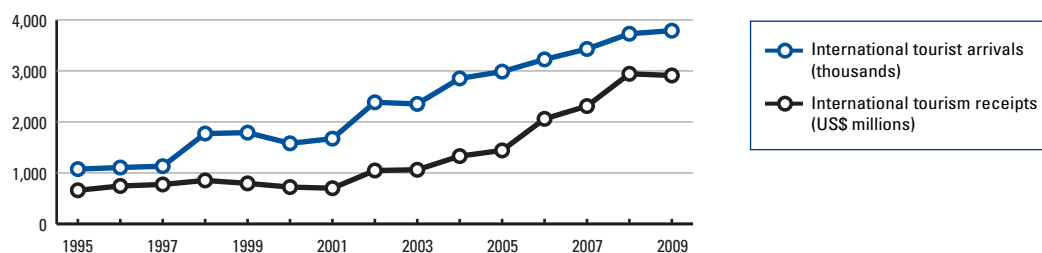
Population (millions), 2009.....	6.0
Surface area (1,000 square kilometers)	88.8
Gross domestic product (US\$ billions), 2009	25.1
Gross domestic product (PPP, US\$) per capita, 2009	5,547.7
Real GDP growth (percent), 2009.....	2.3
Environmental Performance Index, 2010 (out of 163 economies).....	97

Travel & Tourism indicators

		Percent of total	2011-2020 annual growth (% forecast)
T&T industry, 2010 estimates			
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), 20092,911.0



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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....58	8.01	Hotel rooms*63
1.02	Property rights 30	8.02	Presence of major car rental companies* 1
1.03	Business impact of rules on FDI 45	8.03	ATMs accepting Visa cards*77
1.04	Visa requirements* 41		
1.05	Openness of bilateral Air Service Agreements* 38	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking55	9.01	Extent of business Internet use80
1.07	Time required to start a business* 50	9.02	Internet users*82
1.08	Cost to start a business*112	9.03	Telephone lines*100
1.09	GATS commitments* 29	9.04	Broadband Internet subscribers*77
		9.05	Mobile telephone subscribers*70
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation65	10.01	Ticket taxes and airport charges*118
2.02	Enforcement of environmental regulation57	10.02	Purchasing power parity*91
2.03	Sustainability of T&T industry development54	10.03	Extent and effect of taxation92
2.04	Carbon dioxide emissions*68	10.04	Fuel price levels* 20
2.05	Particulate matter concentration*86	10.05	Hotel price index*81
2.06	Threatened species*86		
2.07	Environmental treaty ratification* 30	11th pillar: Human resources	
		11.01	Primary education enrollment*101
3rd pillar: Safety and security		11.02	Secondary education enrollment*67
3.01	Business costs of terrorism65	11.03	Quality of the educational system55
3.02	Reliability of police services 24	11.04	Local availability of research and training services 48
3.03	Business costs of crime and violence 21	11.05	Extent of staff training101
3.04	Road traffic accidents*122	11.06	Hiring and firing practices92
		11.07	Ease of hiring foreign labor118
4th pillar: Health and hygiene		11.08	HIV prevalence* 47
4.01	Physician density* 43	11.09	Business impact of HIV/AIDS 31
4.02	Access to improved sanitation* 39	11.10	Life expectancy*74
4.03	Access to improved drinking water*62		
4.04	Hospital beds*89	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness* 10
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors 37
5.01	Government prioritization of the T&T industry55	12.03	Extension of business trips recommended 35
5.02	T&T government expenditure* 7		
5.03	Effectiveness of marketing and branding 50	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data* 15	13.01	Number of World Heritage natural sites*75
5.05	Timeliness of providing monthly/quarterly T&T data*66	13.02	Protected areas*67
		13.03	Quality of the natural environment77
6th pillar: Air transport infrastructure		13.04	Total known species*89
6.01	Quality of air transport infrastructure 35		
6.02	Available seat kilometers, domestic*79	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*61	14.01	Number of World Heritage cultural sites*62
6.04	Departures per 1,000 population* 49	14.02	Sports stadiums*98
6.05	Airport density*84	14.03	Number of international fairs and exhibitions*90
6.06	Number of operating airlines* 49	14.04	Creative industries exports*66
6.07	International air transport network 30		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads 44		
7.02	Quality of railroad infrastructure98		
7.03	Quality of port infrastructure64		
7.04	Quality of ground transport network 45		
7.05	Road density*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.

Kazakhstan

Key indicators

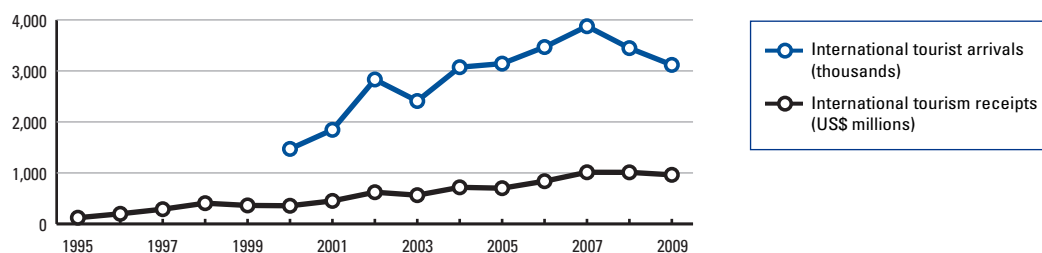
Population (millions), 2009.....	15.9
Surface area (1,000 square kilometers)	2,724.9
Gross domestic product (US\$ billions), 2009	107.9
Gross domestic product (PPP, US\$) per capita, 2009	11,678.6
Real GDP growth (percent), 2009.....	1.2
Environmental Performance Index, 2010 (out of 163 economies).....	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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....113	8.01	Hotel rooms*94
1.02	Property rights112	8.02	Presence of major car rental companies*112
1.03	Business impact of rules on FDI101	8.03	ATMs accepting Visa cards* 36
1.04	Visa requirements*123		
1.05	Openness of bilateral Air Service Agreements*103	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking75	9.01	Extent of business Internet use60
1.07	Time required to start a business*73	9.02	Internet users*68
1.08	Cost to start a business* 14	9.03	Telephone lines*52
1.09	GATS commitments*n/a	9.04	Broadband Internet subscribers*73
		9.05	Mobile telephone subscribers*52
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation98	10.01	Ticket taxes and airport charges*66
2.02	Enforcement of environmental regulation101	10.02	Purchasing power parity*78
2.03	Sustainability of T&T industry development115	10.03	Extent and effect of taxation74
2.04	Carbon dioxide emissions*125	10.04	Fuel price levels* 40
2.05	Particulate matter concentration* 23	10.05	Hotel price index*110
2.06	Threatened species*95		
2.07	Environmental treaty ratification*117	11th pillar: Human resources	
		11.01	Primary education enrollment*88
3rd pillar: Safety and security		11.02	Secondary education enrollment* 19
3.01	Business costs of terrorism81	11.03	Quality of the educational system93
3.02	Reliability of police services113	11.04	Local availability of research and training services76
3.03	Business costs of crime and violence72	11.05	Extent of staff training98
3.04	Road traffic accidents*111	11.06	Hiring and firing practices 29
		11.07	Ease of hiring foreign labor105
4th pillar: Health and hygiene		11.08	HIV prevalence* 20
4.01	Physician density* 9	11.09	Business impact of HIV/AIDS86
4.02	Access to improved sanitation* 43	11.10	Life expectancy*106
4.03	Access to improved drinking water*66		
4.04	Hospital beds* 11	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness*119
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors92
5.01	Government prioritization of the T&T industry114	12.03	Extension of business trips recommended122
5.02	T&T government expenditure* 50		
5.03	Effectiveness of marketing and branding124	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data* 28	13.01	Number of World Heritage natural sites* 43
5.05	Timeliness of providing monthly/quarterly T&T data*72	13.02	Protected areas*114
		13.03	Quality of the natural environment126
6th pillar: Air transport infrastructure		13.04	Total known species*59
6.01	Quality of air transport infrastructure95		
6.02	Available seat kilometers, domestic* 34	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*77	14.01	Number of World Heritage cultural sites*89
6.04	Departures per 1,000 population*85	14.02	Sports stadiums*89
6.05	Airport density* 39	14.03	Number of international fairs and exhibitions*99
6.06	Number of operating airlines*61	14.04	Creative industries exports*101
6.07	International air transport network87		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads124		
7.02	Quality of railroad infrastructure 32		
7.03	Quality of port infrastructure111		
7.04	Quality of ground transport network67		
7.05	Road density*131		

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

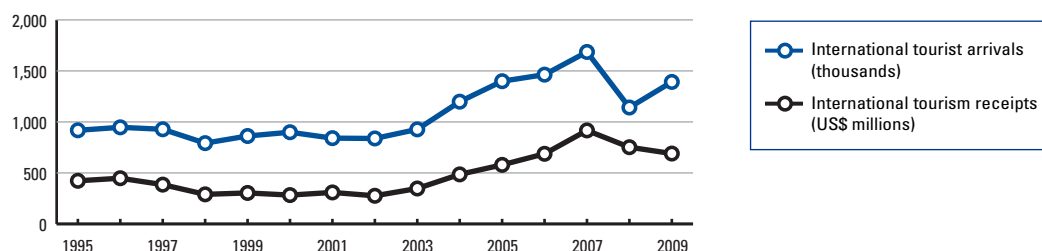
Population (millions), 2009.....	39.8
Surface area (1,000 square kilometers)	580.4
Gross domestic product (US\$ billions), 2009	30.1
Gross domestic product (PPP, US\$) per capita, 2009	1,727.6
Real GDP growth (percent), 2009.....	2.4
Environmental Performance Index, 2010 (out of 163 economies).....	108

Travel & Tourism indicators

	Percent of total	2011-2020 annual growth (% forecast)
T&T industry, 2010 estimates		
GDP (US\$ millions)	1,648	4.2
Employment (1,000 jobs).....	202	3.4
T&T economy, 2010 estimates		
GDP (US\$ millions)	3,541	9.0
Employment (1,000 jobs).....	438	7.3

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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....69	8.01	Hotel rooms*119
1.02	Property rights103	8.02	Presence of major car rental companies*95
1.03	Business impact of rules on FDI84	8.03	ATMs accepting Visa cards*104
1.04	Visa requirements*95		
1.05	Openness of bilateral Air Service Agreements*119	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking109	9.01	Extent of business Internet use73
1.07	Time required to start a business*105	9.02	Internet users*103
1.08	Cost to start a business*110	9.03	Telephone lines*119
1.09	GATS commitments*52	9.04	Broadband Internet subscribers*127
		9.05	Mobile telephone subscribers*115
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation74	10.01	Ticket taxes and airport charges*116
2.02	Enforcement of environmental regulation69	10.02	Purchasing power parity* 35
2.03	Sustainability of T&T industry development 27	10.03	Extent and effect of taxation122
2.04	Carbon dioxide emissions* 17	10.04	Fuel price levels*83
2.05	Particulate matter concentration*73	10.05	Hotel price index*75
2.06	Threatened species*62		
2.07	Environmental treaty ratification* 16	11th pillar: Human resources	
3rd pillar: Safety and security		11.01	Primary education enrollment*120
3.01	Business costs of terrorism133	11.02	Secondary education enrollment*108
3.02	Reliability of police services117	11.03	Quality of the educational system 32
3.03	Business costs of crime and violence124	11.04	Local availability of research and training services56
3.04	Road traffic accidents*125	11.05	Extent of staff training70
		11.06	Hiring and firing practices 12
4th pillar: Health and hygiene		11.07	Ease of hiring foreign labor71
4.01	Physician density*117	11.08	HIV prevalence*129
4.02	Access to improved sanitation*118	11.09	Business impact of HIV/AIDS127
4.03	Access to improved drinking water*126	11.10	Life expectancy*123
4.04	Hospital beds*104		
5th pillar: Prioritization of Travel & Tourism		12th pillar: Affinity for Travel & Tourism	
5.01	Government prioritization of the T&T industry 41	12.01	Tourism openness*100
5.02	T&T government expenditure* 20	12.02	Attitude of population toward foreign visitors 31
5.03	Effectiveness of marketing and branding 19	12.03	Extension of business trips recommended59
5.04	Comprehensiveness of annual T&T data*72		
5.05	Timeliness of providing monthly/quarterly T&T data* 46	13th pillar: Natural resources	
6th pillar: Air transport infrastructure		13.01	Number of World Heritage natural sites* 24
6.01	Quality of air transport infrastructure57	13.02	Protected areas*57
6.02	Available seat kilometers, domestic* 47	13.03	Quality of the natural environment86
6.03	Available seat kilometers, international*51	13.04	Total known species* 14
6.04	Departures per 1,000 population*96		
6.05	Airport density*98	14th pillar: Cultural resources	
6.06	Number of operating airlines* 48	14.01	Number of World Heritage cultural sites*73
6.07	International air transport network59	14.02	Sports stadiums*112
		14.03	Number of international fairs and exhibitions*66
7th pillar: Ground transport infrastructure		14.04	Creative industries exports*82
7.01	Quality of roads77		
7.02	Quality of railroad infrastructure74		
7.03	Quality of port infrastructure85		
7.04	Quality of ground transport network53		
7.05	Road density*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.

Korea, Rep.

Key indicators

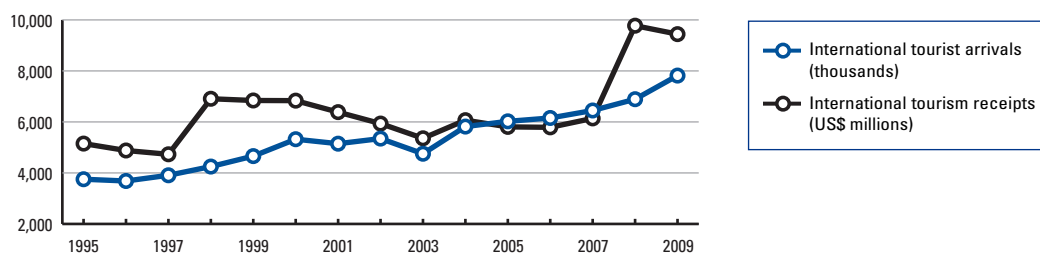
Population (millions), 2009.....	48.7
Surface area (1,000 square kilometers).....	99.7
Gross domestic product (US\$ billions), 2009.....	832.5
Gross domestic product (PPP, US\$) per capita, 2009.....	27,938.2
Real GDP growth (percent), 2009.....	0.2
Environmental Performance Index, 2010 (out of 163 economies).....	94

Travel & Tourism indicators

	Percent of total	2011-2020 annual growth (% forecast)
T&T industry, 2010 estimates		
GDP (US\$ millions).....	16,237	1.6
Employment (1,000 jobs).....	561	2.4
T&T economy, 2010 estimates		
GDP (US\$ millions).....	70,795	7.1
Employment (1,000 jobs).....	1,910	8.1

Source: World Travel & Tourism Council, TSA Research 2010

International tourist arrivals (thousands), 2009.....7,817.5
 International tourism receipts (US\$ millions), 20099,442.0



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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....106	8.01	Hotel rooms*101
1.02	Property rights54	8.02	Presence of major car rental companies*80
1.03	Business impact of rules on FDI97	8.03	ATMs accepting Visa cards*1
1.04	Visa requirements*6	9th pillar: ICT infrastructure	
1.05	Openness of bilateral Air Service Agreements*43	9.01	Extent of business Internet use3
1.06	Transparency of government policymaking111	9.02	Internet users*9
1.07	Time required to start a business*57	9.03	Telephone lines*10
1.08	Cost to start a business*81	9.04	Broadband Internet subscribers*5
1.09	GATS commitments*74	9.05	Mobile telephone subscribers*60
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation59	10.01	Ticket taxes and airport charges*33
2.02	Enforcement of environmental regulation50	10.02	Purchasing power parity*83
2.03	Sustainability of T&T industry development109	10.03	Extent and effect of taxation81
2.04	Carbon dioxide emissions*117	10.04	Fuel price levels*130
2.05	Particulate matter concentration*67	10.05	Hotel price index*58
2.06	Threatened species*117	11th pillar: Human resources	
2.07	Environmental treaty ratification*16	11.01	Primary education enrollment*14
3rd pillar: Safety and security		11.02	Secondary education enrollment*37
3.01	Business costs of terrorism91	11.03	Quality of the educational system57
3.02	Reliability of police services46	11.04	Local availability of research and training services39
3.03	Business costs of crime and violence80	11.05	Extent of staff training42
3.04	Road traffic accidents*42	11.06	Hiring and firing practices115
4th pillar: Health and hygiene		11.07	Ease of hiring foreign labor106
4.01	Physician density*64	11.08	HIV prevalence*1
4.02	Access to improved sanitation*1	11.09	Business impact of HIV/AIDS41
4.03	Access to improved drinking water*51	11.10	Life expectancy*15
4.04	Hospital beds*4	12th pillar: Affinity for Travel & Tourism	
5th pillar: Prioritization of Travel & Tourism		12.01	Tourism openness*106
5.01	Government prioritization of the T&T industry101	12.02	Attitude of population toward foreign visitors125
5.02	T&T government expenditure*93	12.03	Extension of business trips recommended81
5.03	Effectiveness of marketing and branding104	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*93	13.01	Number of World Heritage natural sites*43
5.05	Timeliness of providing monthly/quarterly T&T data*1	13.02	Protected areas*110
6th pillar: Air transport infrastructure		13.03	Quality of the natural environment91
6.01	Quality of air transport infrastructure22	13.04	Total known species*79
6.02	Available seat kilometers, domestic*25	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*17	14.01	Number of World Heritage cultural sites*10
6.04	Departures per 1,000 population*50	14.02	Sports stadiums*32
6.05	Airport density*111	14.03	Number of international fairs and exhibitions*17
6.06	Number of operating airlines*33	14.04	Creative industries exports*25
6.07	International air transport network37		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads14		
7.02	Quality of railroad infrastructure10		
7.03	Quality of port infrastructure25		
7.04	Quality of ground transport network21		
7.05	Road density*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.

Kuwait

Key indicators

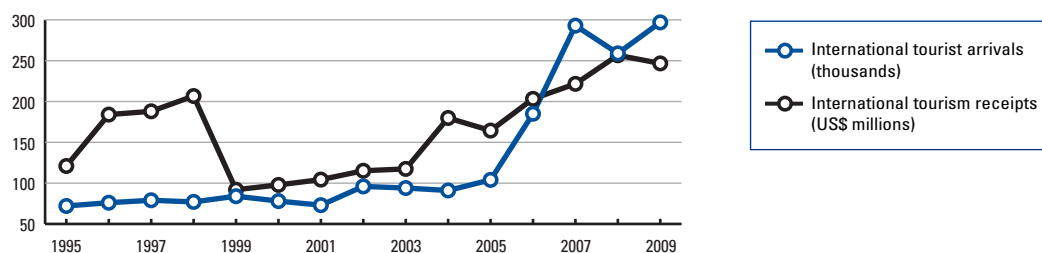
Population (millions), 2009.....	2.8
Surface area (1,000 square kilometers)	17.8
Gross domestic product (US\$ billions), 2009	98.4
Gross domestic product (PPP, US\$) per capita, 2009	37,849.4
Real GDP growth (percent), 2009.....	-4.8
Environmental Performance Index, 2010 (out of 163 economies).....	113

Travel & Tourism indicators

	Percent of total	2011-2020 annual growth (% forecast)
T&T industry, 2010 estimates		
GDP (US\$ millions)	0.6	4.1
Employment (1,000 jobs).....	0.9	0.5
T&T economy, 2010 estimates		
GDP (US\$ millions)	4.5	3.3
Employment (1,000 jobs).....	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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....136	8.01	Hotel rooms*75
1.02	Property rights 46	8.02	Presence of major car rental companies* 40
1.03	Business impact of rules on FDI130	8.03	ATMs accepting Visa cards*57
1.04	Visa requirements*112		
1.05	Openness of bilateral Air Service Agreements*130	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking118	9.01	Extent of business Internet use94
1.07	Time required to start a business*107	9.02	Internet users*63
1.08	Cost to start a business* 16	9.03	Telephone lines*70
1.09	GATS commitments*108	9.04	Broadband Internet subscribers*87
		9.05	Mobile telephone subscribers* 26
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation101	10.01	Ticket taxes and airport charges* 3
2.02	Enforcement of environmental regulation89	10.02	Purchasing power parity*101
2.03	Sustainability of T&T industry development132	10.03	Extent and effect of taxation 6
2.04	Carbon dioxide emissions*136	10.04	Fuel price levels* 6
2.05	Particulate matter concentration*125	10.05	Hotel price index*108
2.06	Threatened species*80		
2.07	Environmental treaty ratification*108	11th pillar: Human resources	
		11.01	Primary education enrollment*105
3rd pillar: Safety and security		11.02	Secondary education enrollment*62
3.01	Business costs of terrorism..... 50	11.03	Quality of the educational system88
3.02	Reliability of police services..... 39	11.04	Local availability of research and training services75
3.03	Business costs of crime and violence 9	11.05	Extent of staff training96
3.04	Road traffic accidents*75	11.06	Hiring and firing practices65
		11.07	Ease of hiring foreign labor 15
4th pillar: Health and hygiene		11.08	HIV prevalence* 48
4.01	Physician density*63	11.09	Business impact of HIV/AIDS 39
4.02	Access to improved sanitation* 1	11.10	Life expectancy* 31
4.03	Access to improved drinking water* 40		
4.04	Hospital beds*89	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness* 32
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors132
5.01	Government prioritization of the T&T industry138	12.03	Extension of business trips recommended138
5.02	T&T government expenditure*124		
5.03	Effectiveness of marketing and branding136	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*101	13.01	Number of World Heritage natural sites*75
5.05	Timeliness of providing monthly/quarterly T&T data*109	13.02	Protected areas*127
		13.03	Quality of the natural environment122
6th pillar: Air transport infrastructure		13.04	Total known species*127
6.01	Quality of air transport infrastructure64		
6.02	Available seat kilometers, domestic*103	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*53	14.01	Number of World Heritage cultural sites*122
6.04	Departures per 1,000 population* 40	14.02	Sports stadiums* 30
6.05	Airport density*97	14.03	Number of international fairs and exhibitions*106
6.06	Number of operating airlines* 46	14.04	Creative industries exports*81
6.07	International air transport network69		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads 40		
7.02	Quality of railroad infrastructuren/a		
7.03	Quality of port infrastructure63		
7.04	Quality of ground transport network55		
7.05	Road density*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.

Kyrgyz Republic

Key indicators

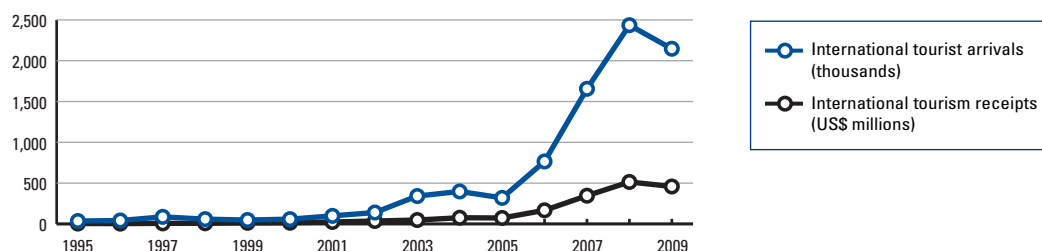
Population (millions), 2009.....	5.3
Surface area (1,000 square kilometers).....	200.0
Gross domestic product (US\$ billions), 2009.....	4.6
Gross domestic product (PPP, US\$) per capita, 2009.....	2,250.3
Real GDP growth (percent), 2009.....	2.3
Environmental Performance Index, 2010 (out of 163 economies).....	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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....127	8.01	Hotel rooms*128
1.02	Property rights132	8.02	Presence of major car rental companies*133
1.03	Business impact of rules on FDI135	8.03	ATMs accepting Visa cards*106
1.04	Visa requirements*103		
1.05	Openness of bilateral Air Service Agreements*123	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking95	9.01	Extent of business Internet use121
1.07	Time required to start a business* 40	9.02	Internet users*57
1.08	Cost to start a business* 37	9.03	Telephone lines*97
1.09	GATS commitments* 17	9.04	Broadband Internet subscribers*104
		9.05	Mobile telephone subscribers*88
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation135	10.01	Ticket taxes and airport charges*87
2.02	Enforcement of environmental regulation135	10.02	Purchasing power parity* 10
2.03	Sustainability of T&T industry development131	10.03	Extent and effect of taxation106
2.04	Carbon dioxide emissions* 38	10.04	Fuel price levels* 37
2.05	Particulate matter concentration* 34	10.05	Hotel price index*106
2.06	Threatened species*66		
2.07	Environmental treaty ratification*130	11th pillar: Human resources	
		11.01	Primary education enrollment*117
3rd pillar: Safety and security		11.02	Secondary education enrollment*79
3.01	Business costs of terrorism116	11.03	Quality of the educational system91
3.02	Reliability of police services130	11.04	Local availability of research and training services120
3.03	Business costs of crime and violence100	11.05	Extent of staff training124
3.04	Road traffic accidents*92	11.06	Hiring and firing practices 25
		11.07	Ease of hiring foreign labor101
4th pillar: Health and hygiene		11.08	HIV prevalence*68
4.01	Physician density* 48	11.09	Business impact of HIV/AIDS107
4.02	Access to improved sanitation*58	11.10	Life expectancy*103
4.03	Access to improved drinking water*82		
4.04	Hospital beds* 35	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness* 9
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors115
5.01	Government prioritization of the T&T industry106	12.03	Extension of business trips recommended95
5.02	T&T government expenditure*111		
5.03	Effectiveness of marketing and branding126	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*98	13.01	Number of World Heritage natural sites*75
5.05	Timeliness of providing monthly/quarterly T&T data*102	13.02	Protected areas*81
		13.03	Quality of the natural environment 39
6th pillar: Air transport infrastructure		13.04	Total known species*94
6.01	Quality of air transport infrastructure132		
6.02	Available seat kilometers, domestic*86	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*113	14.01	Number of World Heritage cultural sites*73
6.04	Departures per 1,000 population*99	14.02	Sports stadiums*104
6.05	Airport density*96	14.03	Number of international fairs and exhibitions*n/a
6.06	Number of operating airlines*97	14.04	Creative industries exports*109
6.07	International air transport network131		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads118		
7.02	Quality of railroad infrastructure60		
7.03	Quality of port infrastructure139		
7.04	Quality of ground transport network70		
7.05	Road density*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.

Latvia

Key indicators

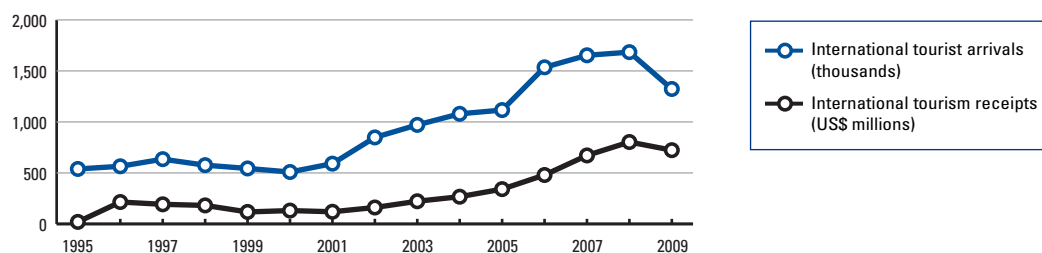
Population (millions), 2009.....	2.3
Surface area (1,000 square kilometers)	64.6
Gross domestic product (US\$ billions), 2009	25.9
Gross domestic product (PPP, US\$) per capita, 2009	14,290.9
Real GDP growth (percent), 2009.....	-18.0
Environmental Performance Index, 2010 (out of 163 economies).....	21

Travel & Tourism indicators

	Percent of total	2011-2020 annual growth (% forecast)
T&T industry, 2010 estimates		
GDP (US\$ millions)	1.5	7.3
Employment (1,000 jobs).....	1.3	3.3
T&T economy, 2010 estimates		
GDP (US\$ millions)	6.0	6.2
Employment (1,000 jobs).....	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), 2009723.0



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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....63	8.01	Hotel rooms*57
1.02	Property rights71	8.02	Presence of major car rental companies* 1
1.03	Business impact of rules on FDI103	8.03	ATMs accepting Visa cards* 33
1.04	Visa requirements* 42	<hr/>	
1.05	Openness of bilateral Air Service Agreements*117	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking77	9.01	Extent of business Internet use 37
1.07	Time required to start a business*67	9.02	Internet users* 28
1.08	Cost to start a business* 18	9.03	Telephone lines* 44
1.09	GATS commitments* 49	9.04	Broadband Internet subscribers* 34
<hr/>		9.05	Mobile telephone subscribers*54
2nd pillar: Environmental sustainability		<hr/>	
2.01	Stringency of environmental regulation53	10th pillar: Price competitiveness in the T&T industry	
2.02	Enforcement of environmental regulation52	10.01	Ticket taxes and airport charges* 13
2.03	Sustainability of T&T industry development106	10.02	Purchasing power parity*102
2.04	Carbon dioxide emissions*65	10.03	Extent and effect of taxation117
2.05	Particulate matter concentration* 13	10.04	Fuel price levels*71
2.06	Threatened species* 4	10.05	Hotel price index* 7
2.07	Environmental treaty ratification* 46	<hr/>	
<hr/>		11th pillar: Human resources	
3rd pillar: Safety and security		11.01	Primary education enrollment*91
3.01	Business costs of terrorism 20	11.02	Secondary education enrollment* 35
3.02	Reliability of police services75	11.03	Quality of the educational system64
3.03	Business costs of crime and violence 43	11.04	Local availability of research and training services68
3.04	Road traffic accidents*78	11.05	Extent of staff training76
<hr/>		11.06	Hiring and firing practices 48
4th pillar: Health and hygiene		11.07	Ease of hiring foreign labor74
4.01	Physician density* 33	11.08	HIV prevalence*96
4.02	Access to improved sanitation*83	11.09	Business impact of HIV/AIDS64
4.03	Access to improved drinking water* 40	11.10	Life expectancy*84
4.04	Hospital beds* 12	<hr/>	
<hr/>		12th pillar: Affinity for Travel & Tourism	
5th pillar: Prioritization of Travel & Tourism		12.01	Tourism openness*54
5.01	Government prioritization of the T&T industry111	12.02	Attitude of population toward foreign visitors130
5.02	T&T government expenditure*77	12.03	Extension of business trips recommended111
5.03	Effectiveness of marketing and branding109	<hr/>	
5.04	Comprehensiveness of annual T&T data* 1	13th pillar: Natural resources	
5.05	Timeliness of providing monthly/quarterly T&T data*72	13.01	Number of World Heritage natural sites*75
<hr/>		13.02	Protected areas* 32
6th pillar: Air transport infrastructure		13.03	Quality of the natural environment 37
6.01	Quality of air transport infrastructure 42	13.04	Total known species*115
6.02	Available seat kilometers, domestic*103	<hr/>	
6.03	Available seat kilometers, international*84	14th pillar: Cultural resources	
6.04	Departures per 1,000 population* 30	14.01	Number of World Heritage cultural sites*62
6.05	Airport density*55	14.02	Sports stadiums* 44
6.06	Number of operating airlines*92	14.03	Number of international fairs and exhibitions*55
6.07	International air transport network57	14.04	Creative industries exports*63
<hr/>		<hr/>	
7th pillar: Ground transport infrastructure		<hr/>	
7.01	Quality of roads98	<hr/>	
7.02	Quality of railroad infrastructure 33	<hr/>	
7.03	Quality of port infrastructure52	<hr/>	
7.04	Quality of ground transport network51	<hr/>	
7.05	Road density* 32	<hr/>	

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

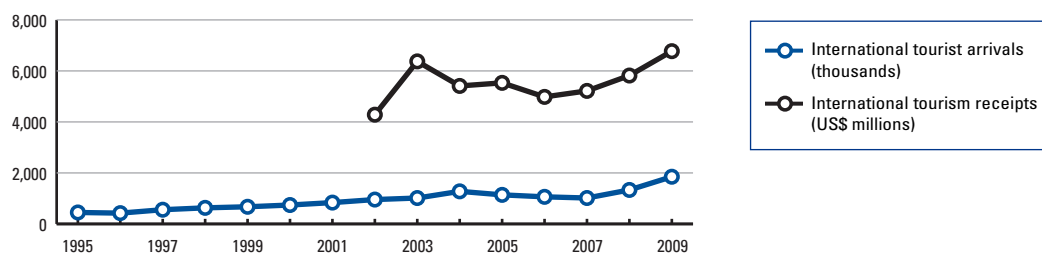
Population (millions), 2009.....	4.2
Surface area (1,000 square kilometers)	10.4
Gross domestic product (US\$ billions), 2009	34.5
Gross domestic product (PPP, US\$) per capita, 2009	14,267.9
Real GDP growth (percent), 2009.....	9.0
Environmental Performance Index, 2010 (out of 163 economies).....	90

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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....98	8.01	Hotel rooms*60
1.02	Property rights57	8.02	Presence of major car rental companies* 1
1.03	Business impact of rules on FDI61	8.03	ATMs accepting Visa cards* 29
1.04	Visa requirements*83		
1.05	Openness of bilateral Air Service Agreements*66	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking104	9.01	Extent of business Internet use66
1.07	Time required to start a business* 35	9.02	Internet users*88
1.08	Cost to start a business*122	9.03	Telephone lines*69
1.09	GATS commitments*n/a	9.04	Broadband Internet subscribers*63
		9.05	Mobile telephone subscribers*107
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation139	10.01	Ticket taxes and airport charges*79
2.02	Enforcement of environmental regulation139	10.02	Purchasing power parity*84
2.03	Sustainability of T&T industry development124	10.03	Extent and effect of taxation 22
2.04	Carbon dioxide emissions*64	10.04	Fuel price levels* 30
2.05	Particulate matter concentration*72	10.05	Hotel price index*96
2.06	Threatened species*73		
2.07	Environmental treaty ratification*108	11th pillar: Human resources	
		11.01	Primary education enrollment*92
3rd pillar: Safety and security		11.02	Secondary education enrollment*84
3.01	Business costs of terrorism136	11.03	Quality of the educational system 16
3.02	Reliability of police services108	11.04	Local availability of research and training services53
3.03	Business costs of crime and violence62	11.05	Extent of staff training102
3.04	Road traffic accidents*107	11.06	Hiring and firing practices53
		11.07	Ease of hiring foreign labor120
4th pillar: Health and hygiene		11.08	HIV prevalence* 20
4.01	Physician density* 27	11.09	Business impact of HIV/AIDS59
4.02	Access to improved sanitation*n/a	11.10	Life expectancy*74
4.03	Access to improved drinking water* 1		
4.04	Hospital beds*52	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness* 1
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors 3
5.01	Government prioritization of the T&T industry60	12.03	Extension of business trips recommended 3
5.02	T&T government expenditure* 12		
5.03	Effectiveness of marketing and branding113	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*119	13.01	Number of World Heritage natural sites*75
5.05	Timeliness of providing monthly/quarterly T&T data*101	13.02	Protected areas*136
		13.03	Quality of the natural environment131
6th pillar: Air transport infrastructure		13.04	Total known species*113
6.01	Quality of air transport infrastructure 36		
6.02	Available seat kilometers, domestic*103	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*65	14.01	Number of World Heritage cultural sites*53
6.04	Departures per 1,000 population*n/a	14.02	Sports stadiums*138
6.05	Airport density*116	14.03	Number of international fairs and exhibitions*112
6.06	Number of operating airlines* 41	14.04	Creative industries exports*58
6.07	International air transport network 41		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads101		
7.02	Quality of railroad infrastructure116		
7.03	Quality of port infrastructure55		
7.04	Quality of ground transport network133		
7.05	Road density* 47		

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

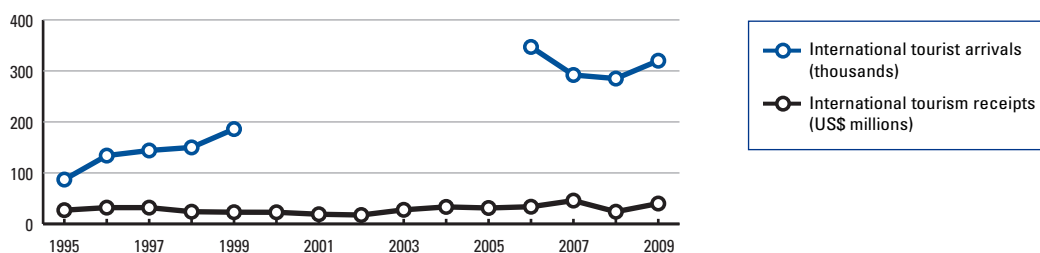
Population (millions), 2009.....	2.1
Surface area (1,000 square kilometers)	30.4
Gross domestic product (US\$ billions), 2009	1.6
Gross domestic product (PPP, US\$) per capita, 2009	1,209.7
Real GDP growth (percent), 2009.....	0.9
Environmental Performance Index, 2010 (out of 163 economies)	n/a

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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....61	8.01	Hotel rooms*105
1.02	Property rights101	8.02	Presence of major car rental companies*95
1.03	Business impact of rules on FDI80	8.03	ATMs accepting Visa cards*121
1.04	Visa requirements* 38	9th pillar: ICT infrastructure	
1.05	Openness of bilateral Air Service Agreements*133	9.01	Extent of business Internet use136
1.06	Transparency of government policymaking122	9.02	Internet users*123
1.07	Time required to start a business*115	9.03	Telephone lines*118
1.08	Cost to start a business*99	9.04	Broadband Internet subscribers*129
1.09	GATS commitments*111	9.05	Mobile telephone subscribers*128
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation116	10.01	Ticket taxes and airport charges* 4
2.02	Enforcement of environmental regulation114	10.02	Purchasing power parity*57
2.03	Sustainability of T&T industry development95	10.03	Extent and effect of taxation80
2.04	Carbon dioxide emissions*n/a	10.04	Fuel price levels* 35
2.05	Particulate matter concentration*80	10.05	Hotel price index*n/a
2.06	Threatened species* 31	11th pillar: Human resources	
2.07	Environmental treaty ratification*108	11.01	Primary education enrollment*130
3rd pillar: Safety and security		11.02	Secondary education enrollment*121
3.01	Business costs of terrorism90	11.03	Quality of the educational system77
3.02	Reliability of police services102	11.04	Local availability of research and training services117
3.03	Business costs of crime and violence111	11.05	Extent of staff training83
3.04	Road traffic accidents*103	11.06	Hiring and firing practices68
4th pillar: Health and hygiene		11.07	Ease of hiring foreign labor 44
4.01	Physician density*130	11.08	HIV prevalence*137
4.02	Access to improved sanitation*121	11.09	Business impact of HIV/AIDS137
4.03	Access to improved drinking water*99	11.10	Life expectancy*136
4.04	Hospital beds*100	12th pillar: Affinity for Travel & Tourism	
5th pillar: Prioritization of Travel & Tourism		12.01	Tourism openness*96
5.01	Government prioritization of the T&T industry105	12.02	Attitude of population toward foreign visitors103
5.02	T&T government expenditure*123	12.03	Extension of business trips recommended97
5.03	Effectiveness of marketing and branding80	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*88	13.01	Number of World Heritage natural sites*75
5.05	Timeliness of providing monthly/quarterly T&T data*109	13.02	Protected areas*135
6th pillar: Air transport infrastructure		13.03	Quality of the natural environment108
6.01	Quality of air transport infrastructure139	13.04	Total known species*122
6.02	Available seat kilometers, domestic*103	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*138	14.01	Number of World Heritage cultural sites*122
6.04	Departures per 1,000 population*n/a	14.02	Sports stadiums*107
6.05	Airport density*86	14.03	Number of international fairs and exhibitions*129
6.06	Number of operating airlines*138	14.04	Creative industries exports*n/a
6.07	International air transport network138		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads109		
7.02	Quality of railroad infrastructuren/a		
7.03	Quality of port infrastructure118		
7.04	Quality of ground transport network117		
7.05	Road density*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.

Libya

Key indicators

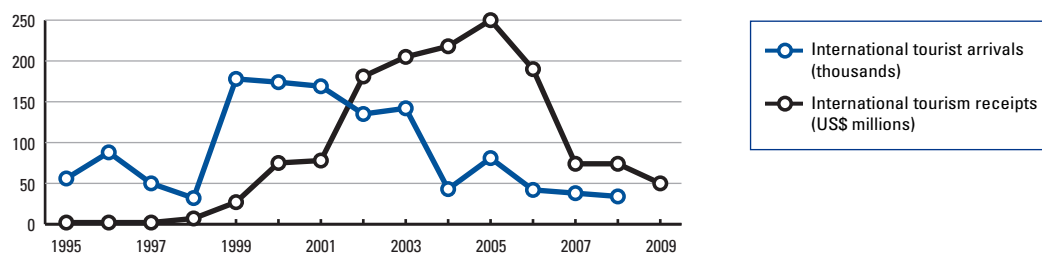
Population (millions), 2009.....	6.4
Surface area (1,000 square kilometers)	1,759.5
Gross domestic product (US\$ billions), 2009	60.2
Gross domestic product (PPP, US\$) per capita, 2009	13,599.3
Real GDP growth (percent), 2009.....	-2.3
Environmental Performance Index, 2010 (out of 163 economies).....	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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....130	8.01	Hotel rooms*84
1.02	Property rights111	8.02	Presence of major car rental companies*95
1.03	Business impact of rules on FDI121	8.03	ATMs accepting Visa cards*113
1.04	Visa requirements*117		
1.05	Openness of bilateral Air Service Agreements*58	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking135	9.01	Extent of business Internet use119
1.07	Time required to start a business*n/a	9.02	Internet users*116
1.08	Cost to start a business*n/a	9.03	Telephone lines*76
1.09	GATS commitments*n/a	9.04	Broadband Internet subscribers*111
		9.05	Mobile telephone subscribers*90
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation131	10.01	Ticket taxes and airport charges*2
2.02	Enforcement of environmental regulation98	10.02	Purchasing power parity*75
2.03	Sustainability of T&T industry development121	10.03	Extent and effect of taxation34
2.04	Carbon dioxide emissions*110	10.04	Fuel price levels*2
2.05	Particulate matter concentration*122	10.05	Hotel price index*114
2.06	Threatened species*65		
2.07	Environmental treaty ratification*46	11th pillar: Human resources	
3rd pillar: Safety and security		11.01	Primary education enrollment*n/a
3.01	Business costs of terrorism39	11.02	Secondary education enrollment*51
3.02	Reliability of police services100	11.03	Quality of the educational system138
3.03	Business costs of crime and violence24	11.04	Local availability of research and training services134
3.04	Road traffic accidents*134	11.05	Extent of staff training110
4th pillar: Health and hygiene		11.06	Hiring and firing practices130
4.01	Physician density*78	11.07	Ease of hiring foreign labor111
4.02	Access to improved sanitation*43	11.08	HIV prevalence*48
4.03	Access to improved drinking water*117	11.09	Business impact of HIV/AIDS89
4.04	Hospital beds*48	11.10	Life expectancy*64
5th pillar: Prioritization of Travel & Tourism		12th pillar: Affinity for Travel & Tourism	
5.01	Government prioritization of the T&T industry129	12.01	Tourism openness*107
5.02	T&T government expenditure*87	12.02	Attitude of population toward foreign visitors105
5.03	Effectiveness of marketing and branding121	12.03	Extension of business trips recommended107
5.04	Comprehensiveness of annual T&T data*118		
5.05	Timeliness of providing monthly/quarterly T&T data*123	13th pillar: Natural resources	
6th pillar: Air transport infrastructure		13.01	Number of World Heritage natural sites*75
6.01	Quality of air transport infrastructure133	13.02	Protected areas*138
6.02	Available seat kilometers, domestic*45	13.03	Quality of the natural environment101
6.03	Available seat kilometers, international*75	13.04	Total known species*111
6.04	Departures per 1,000 population*80	14th pillar: Cultural resources	
6.05	Airport density*26	14.01	Number of World Heritage cultural sites*53
6.06	Number of operating airlines*72	14.02	Sports stadiums*55
6.07	International air transport network125	14.03	Number of international fairs and exhibitions*125
7th pillar: Ground transport infrastructure		14.04	Creative industries exports*n/a
7.01	Quality of roads97		
7.02	Quality of railroad infrastructuren/a		
7.03	Quality of port infrastructure116		
7.04	Quality of ground transport network137		
7.05	Road density*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.

Lithuania

Key indicators

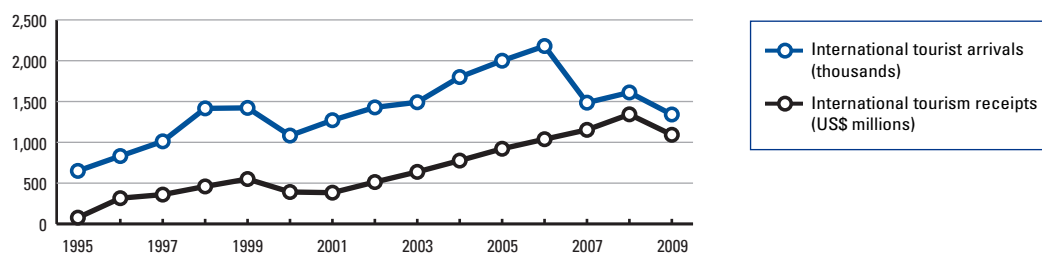
Population (millions), 2009.....	3.3
Surface area (1,000 square kilometers)	65.3
Gross domestic product (US\$ billions), 2009	37.1
Gross domestic product (PPP, US\$) per capita, 2009	16,529.5
Real GDP growth (percent), 2009.....	-14.8
Environmental Performance Index, 2010 (out of 163 economies).....	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), 20091,092.3



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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....99	8.01	Hotel rooms*64
1.02	Property rights68	8.02	Presence of major car rental companies*1
1.03	Business impact of rules on FDI124	8.03	ATMs accepting Visa cards*48
1.04	Visa requirements*42		
1.05	Openness of bilateral Air Service Agreements*91	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking45	9.01	Extent of business Internet use5
1.07	Time required to start a business*83	9.02	Internet users*34
1.08	Cost to start a business*31	9.03	Telephone lines*57
1.09	GATS commitments*95	9.04	Broadband Internet subscribers*32
		9.05	Mobile telephone subscribers*10
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation35	10.01	Ticket taxes and airport charges*102
2.02	Enforcement of environmental regulation41	10.02	Purchasing power parity*89
2.03	Sustainability of T&T industry development117	10.03	Extent and effect of taxation126
2.04	Carbon dioxide emissions*76	10.04	Fuel price levels*72
2.05	Particulate matter concentration*24	10.05	Hotel price index*16
2.06	Threatened species*14		
2.07	Environmental treaty ratification*30	11th pillar: Human resources	
		11.01	Primary education enrollment*76
3rd pillar: Safety and security		11.02	Secondary education enrollment*32
3.01	Business costs of terrorism5	11.03	Quality of the educational system70
3.02	Reliability of police services76	11.04	Local availability of research and training services38
3.03	Business costs of crime and violence37	11.05	Extent of staff training64
3.04	Road traffic accidents*91	11.06	Hiring and firing practices107
		11.07	Ease of hiring foreign labor100
4th pillar: Health and hygiene		11.08	HIV prevalence*20
4.01	Physician density*5	11.09	Business impact of HIV/AIDS35
4.02	Access to improved sanitation*n/a	11.10	Life expectancy*74
4.03	Access to improved drinking water*n/a		
4.04	Hospital beds*6	12th pillar: Affinity for Travel & Tourism	
5th pillar: Prioritization of Travel & Tourism		12.01	Tourism openness*51
5.01	Government prioritization of the T&T industry124	12.02	Attitude of population toward foreign visitors109
5.02	T&T government expenditure*78	12.03	Extension of business trips recommended99
5.03	Effectiveness of marketing and branding122		
5.04	Comprehensiveness of annual T&T data*15	13th pillar: Natural resources	
5.05	Timeliness of providing monthly/quarterly T&T data*66	13.01	Number of World Heritage natural sites*75
6th pillar: Air transport infrastructure		13.02	Protected areas*104
6.01	Quality of air transport infrastructure114	13.03	Quality of the natural environment46
6.02	Available seat kilometers, domestic*103	13.04	Total known species*123
6.03	Available seat kilometers, international*104		
6.04	Departures per 1,000 population*58	14th pillar: Cultural resources	
6.05	Airport density*53	14.01	Number of World Heritage cultural sites*38
6.06	Number of operating airlines*81	14.02	Sports stadiums*61
6.07	International air transport network127	14.03	Number of international fairs and exhibitions*50
		14.04	Creative industries exports*43
7th pillar: Ground transport infrastructure			
7.01	Quality of roads32		
7.02	Quality of railroad infrastructure28		
7.03	Quality of port infrastructure50		
7.04	Quality of ground transport network33		
7.05	Road density*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.

Luxembourg

Key indicators

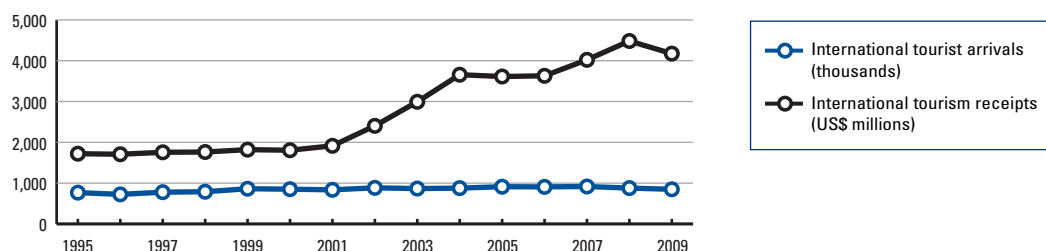
Population (millions), 2009.....	0.5
Surface area (1,000 square kilometers)	2.6
Gross domestic product (US\$ billions), 2009	52.4
Gross domestic product (PPP, US\$) per capita, 2009	78,409.5
Real GDP growth (percent), 2009.....	-4.1
Environmental Performance Index, 2010 (out of 163 economies).....	41

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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01 Prevalence of foreign ownership.....	5	8.01 Hotel rooms*	15
1.02 Property rights	6	8.02 Presence of major car rental companies*	40
1.03 Business impact of rules on FDI	4	8.03 ATMs accepting Visa cards*	6
1.04 Visa requirements*	42		
1.05 Openness of bilateral Air Service Agreements*	15	9th pillar: ICT infrastructure	
1.06 Transparency of government policymaking	4	9.01 Extent of business Internet use	31
1.07 Time required to start a business*	73	9.02 Internet users*	5
1.08 Cost to start a business*	25	9.03 Telephone lines*	9
1.09 GATS commitments*	65	9.04 Broadband Internet subscribers*	7
		9.05 Mobile telephone subscribers*	12
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01 Stringency of environmental regulation	10	10.01 Ticket taxes and airport charges*	6
2.02 Enforcement of environmental regulation	7	10.02 Purchasing power parity*	134
2.03 Sustainability of T&T industry development	21	10.03 Extent and effect of taxation	7
2.04 Carbon dioxide emissions*	132	10.04 Fuel price levels*	112
2.05 Particulate matter concentration*	8	10.05 Hotel price index*	51
2.06 Threatened species*	1		
2.07 Environmental treaty ratification*	16	11th pillar: Human resources	
		11.01 Primary education enrollment*	53
3rd pillar: Safety and security		11.02 Secondary education enrollment*	43
3.01 Business costs of terrorism.....	35	11.03 Quality of the educational system	36
3.02 Reliability of police services.....	16	11.04 Local availability of research and training services	28
3.03 Business costs of crime and violence	13	11.05 Extent of staff training.....	5
3.04 Road traffic accidents*	21	11.06 Hiring and firing practices	112
		11.07 Ease of hiring foreign labor.....	5
4th pillar: Health and hygiene		11.08 HIV prevalence*.....	68
4.01 Physician density*	36	11.09 Business impact of HIV/AIDS	28
4.02 Access to improved sanitation*	1	11.10 Life expectancy*	15
4.03 Access to improved drinking water*	1		
4.04 Hospital beds*	22	12th pillar: Affinity for Travel & Tourism	
		12.01 Tourism openness*	12
5th pillar: Prioritization of Travel & Tourism		12.02 Attitude of population toward foreign visitors	51
5.01 Government prioritization of the T&T industry	68	12.03 Extension of business trips recommended.....	72
5.02 T&T government expenditure*	88		
5.03 Effectiveness of marketing and branding	55	13th pillar: Natural resources	
5.04 Comprehensiveness of annual T&T data*	88	13.01 Number of World Heritage natural sites*	75
5.05 Timeliness of providing monthly/quarterly T&T data*	96	13.02 Protected areas*	23
		13.03 Quality of the natural environment	14
6th pillar: Air transport infrastructure		13.04 Total known species*	132
6.01 Quality of air transport infrastructure	27		
6.02 Available seat kilometers, domestic*	103	14th pillar: Cultural resources	
6.03 Available seat kilometers, international*	114	14.01 Number of World Heritage cultural sites*	89
6.04 Departures per 1,000 population*	1	14.02 Sports stadiums*	3
6.05 Airport density*	22	14.03 Number of international fairs and exhibitions*	73
6.06 Number of operating airlines*	108	14.04 Creative industries exports*	56
6.07 International air transport network	45		
		7th pillar: Ground transport infrastructure	
7.01 Quality of roads	11	7.01 Quality of roads	11
7.02 Quality of railroad infrastructure	17	7.02 Quality of railroad infrastructure	17
7.03 Quality of port infrastructure	29	7.03 Quality of port infrastructure	29
7.04 Quality of ground transport network	26	7.04 Quality of ground transport network	26
7.05 Road density*	11	7.05 Road density*	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.

Macedonia, FYR

Key indicators

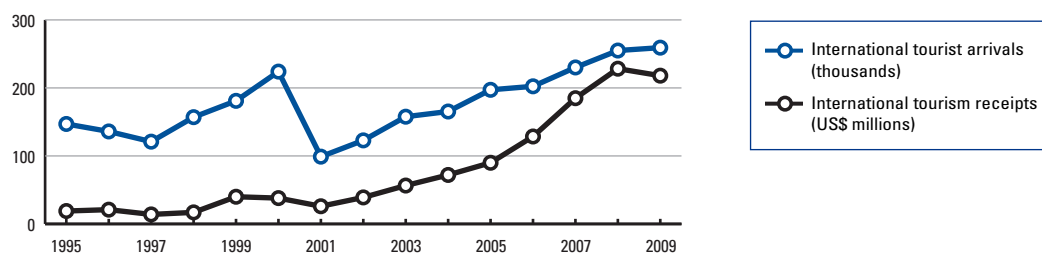
Population (millions), 2009.....	2.0
Surface area (1,000 square kilometers)	25.7
Gross domestic product (US\$ billions), 2009	9.4
Gross domestic product (PPP, US\$) per capita, 2009	9,183.2
Real GDP growth (percent), 2009.....	-0.8
Environmental Performance Index, 2010 (out of 163 economies).....	73

Travel & Tourism indicators

	Percent of total	2011-2020 annual growth (% forecast)
T&T industry, 2010 estimates		
GDP (US\$ millions)	146	1.5
Employment (1,000 jobs).....	9	1.5
T&T economy, 2010 estimates		
GDP (US\$ millions)	595	6.2
Employment (1,000 jobs).....	33	5.7

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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....124	8.01	Hotel rooms*72
1.02	Property rights105	8.02	Presence of major car rental companies*64
1.03	Business impact of rules on FDI115	8.03	ATMs accepting Visa cards* 50
1.04	Visa requirements* 34	9th pillar: ICT infrastructure	
1.05	Openness of bilateral Air Service Agreements*120	9.01	Extent of business Internet use105
1.06	Transparency of government policymaking80	9.02	Internet users* 41
1.07	Time required to start a business* 3	9.03	Telephone lines*62
1.08	Cost to start a business* 29	9.04	Broadband Internet subscribers* 45
1.09	GATS commitments*n/a	9.05	Mobile telephone subscribers*71
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation81	10.01	Ticket taxes and airport charges*85
2.02	Enforcement of environmental regulation77	10.02	Purchasing power parity* 20
2.03	Sustainability of T&T industry development104	10.03	Extent and effect of taxation 42
2.04	Carbon dioxide emissions*85	10.04	Fuel price levels*76
2.05	Particulate matter concentration* 31	10.05	Hotel price index*n/a
2.06	Threatened species* 50	11th pillar: Human resources	
2.07	Environmental treaty ratification*108	11.01	Primary education enrollment*113
3rd pillar: Safety and security		11.02	Secondary education enrollment*80
3.01	Business costs of terrorism66	11.03	Quality of the educational system59
3.02	Reliability of police services69	11.04	Local availability of research and training services102
3.03	Business costs of crime and violence66	11.05	Extent of staff training119
3.04	Road traffic accidents* 12	11.06	Hiring and firing practices 40
4th pillar: Health and hygiene		11.07	Ease of hiring foreign labor51
4.01	Physician density* 44	11.08	HIV prevalence* 1
4.02	Access to improved sanitation*71	11.09	Business impact of HIV/AIDS 46
4.03	Access to improved drinking water* 1	11.10	Life expectancy*53
4.04	Hospital beds* 40	12th pillar: Affinity for Travel & Tourism	
5th pillar: Prioritization of Travel & Tourism		12.01	Tourism openness*94
5.01	Government prioritization of the T&T industry110	12.02	Attitude of population toward foreign visitors 21
5.02	T&T government expenditure*121	12.03	Extension of business trips recommended 30
5.03	Effectiveness of marketing and branding102	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data* 44	13.01	Number of World Heritage natural sites* 43
5.05	Timeliness of providing monthly/quarterly T&T data* 46	13.02	Protected areas*100
6th pillar: Air transport infrastructure		13.03	Quality of the natural environment66
6.01	Quality of air transport infrastructure127	13.04	Total known species*88
6.02	Available seat kilometers, domestic*103	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*133	14.01	Number of World Heritage cultural sites*104
6.04	Departures per 1,000 population*88	14.02	Sports stadiums* 22
6.05	Airport density* 50	14.03	Number of international fairs and exhibitions*95
6.06	Number of operating airlines*107	14.04	Creative industries exports*86
6.07	International air transport network134		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads99		
7.02	Quality of railroad infrastructure81		
7.03	Quality of port infrastructure90		
7.04	Quality of ground transport network107		
7.05	Road density*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.

Madagascar

Key indicators

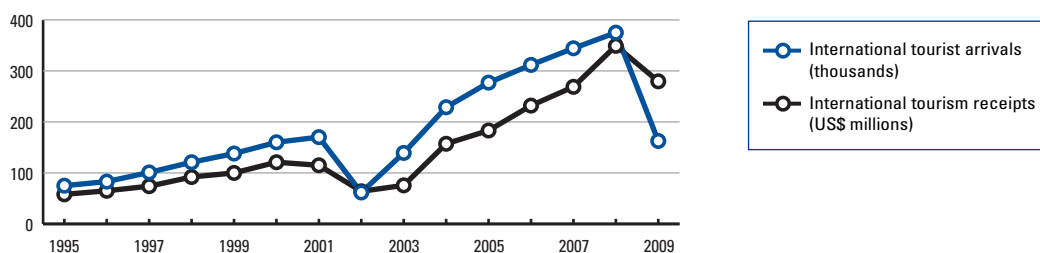
Population (millions), 2009.....	19.6
Surface area (1,000 square kilometers)	587.0
Gross domestic product (US\$ billions), 2009	8.6
Gross domestic product (PPP, US\$) per capita, 2009	945.0
Real GDP growth (percent), 2009.....	-3.7
Environmental Performance Index, 2010 (out of 163 economies).....	120

Travel & Tourism indicators

		Percent of total	2011-2020 annual growth (% forecast)
T&T industry, 2010 estimates			
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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....115	8.01	Hotel rooms*114
1.02	Property rights126	8.02	Presence of major car rental companies*64
1.03	Business impact of rules on FDI111	8.03	ATMs accepting Visa cards*132
1.04	Visa requirements* 12	9th pillar: ICT infrastructure	
1.05	Openness of bilateral Air Service Agreements*97	9.01	Extent of business Internet use115
1.06	Transparency of government policymaking128	9.02	Internet users*132
1.07	Time required to start a business* 21	9.03	Telephone lines*127
1.08	Cost to start a business*74	9.04	Broadband Internet subscribers*126
1.09	GATS commitments*115	9.05	Mobile telephone subscribers*127
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation122	10.01	Ticket taxes and airport charges*84
2.02	Enforcement of environmental regulation95	10.02	Purchasing power parity* 24
2.03	Sustainability of T&T industry development81	10.03	Extent and effect of taxation105
2.04	Carbon dioxide emissions* 10	10.04	Fuel price levels*122
2.05	Particulate matter concentration*64	10.05	Hotel price index* 41
2.06	Threatened species*138	11th pillar: Human resources	
2.07	Environmental treaty ratification* 46	11.01	Primary education enrollment* 22
3rd pillar: Safety and security		11.02	Secondary education enrollment*126
3.01	Business costs of terrorism122	11.03	Quality of the educational system92
3.02	Reliability of police services127	11.04	Local availability of research and training services110
3.03	Business costs of crime and violence122	11.05	Extent of staff training114
3.04	Road traffic accidents*120	11.06	Hiring and firing practices 30
4th pillar: Health and hygiene		11.07	Ease of hiring foreign labor63
4.01	Physician density*113	11.08	HIV prevalence*56
4.02	Access to improved sanitation*131	11.09	Business impact of HIV/AIDS97
4.03	Access to improved drinking water*134	11.10	Life expectancy*115
4.04	Hospital beds*109	12th pillar: Affinity for Travel & Tourism	
5th pillar: Prioritization of Travel & Tourism		12.01	Tourism openness*75
5.01	Government prioritization of the T&T industry 43	12.02	Attitude of population toward foreign visitors72
5.02	T&T government expenditure* 29	12.03	Extension of business trips recommended51
5.03	Effectiveness of marketing and branding60	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*88	13.01	Number of World Heritage natural sites* 24
5.05	Timeliness of providing monthly/quarterly T&T data*89	13.02	Protected areas*117
6th pillar: Air transport infrastructure		13.03	Quality of the natural environment128
6.01	Quality of air transport infrastructure106	13.04	Total known species*51
6.02	Available seat kilometers, domestic*58	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*103	14.01	Number of World Heritage cultural sites*89
6.04	Departures per 1,000 population*100	14.02	Sports stadiums*118
6.05	Airport density* 33	14.03	Number of international fairs and exhibitions*135
6.06	Number of operating airlines*122	14.04	Creative industries exports*84
6.07	International air transport network108		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads106		
7.02	Quality of railroad infrastructure96		
7.03	Quality of port infrastructure108		
7.04	Quality of ground transport network116		
7.05	Road density*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.

Malawi

Key indicators

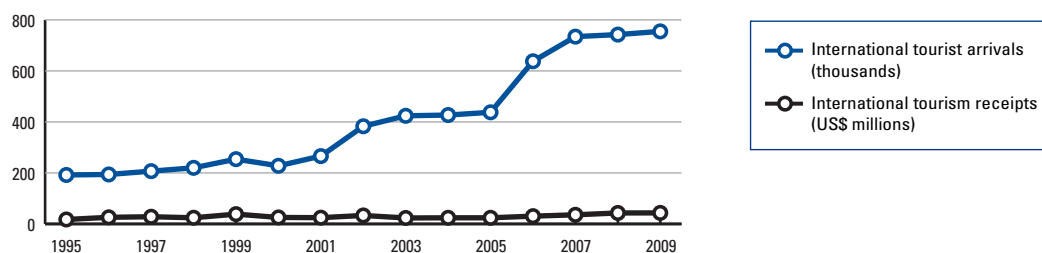
Population (millions), 2009.....	15.3
Surface area (1,000 square kilometers)	118.5
Gross domestic product (US\$ billions), 2009	4.7
Gross domestic product (PPP, US\$) per capita, 2009	867.1
Real GDP growth (percent), 2009.....	7.5
Environmental Performance Index, 2010 (out of 163 economies).....	107

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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....64	8.01	Hotel rooms*90
1.02	Property rights77	8.02	Presence of major car rental companies*125
1.03	Business impact of rules on FDI87	8.03	ATMs accepting Visa cards*122
1.04	Visa requirements* 37	<hr/>	
1.05	Openness of bilateral Air Service Agreements*96	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking57	9.01	Extent of business Internet use102
1.07	Time required to start a business*113	9.02	Internet users*119
1.08	Cost to start a business*127	9.03	Telephone lines*123
1.09	GATS commitments* 17	9.04	Broadband Internet subscribers*125
<hr/>		9.05	Mobile telephone subscribers*137
2nd pillar: Environmental sustainability		<hr/>	
2.01	Stringency of environmental regulation86	10th pillar: Price competitiveness in the T&T industry	
2.02	Enforcement of environmental regulation73	10.01	Ticket taxes and airport charges*53
2.03	Sustainability of T&T industry development69	10.02	Purchasing power parity* 11
2.04	Carbon dioxide emissions* 4	10.03	Extent and effect of taxation96
2.05	Particulate matter concentration*61	10.04	Fuel price levels*136
2.06	Threatened species* 36	10.05	Hotel price index*n/a
2.07	Environmental treaty ratification*94	<hr/>	
<hr/>		11th pillar: Human resources	
3rd pillar: Safety and security		11.01	Primary education enrollment*86
3.01	Business costs of terrorism 45	11.02	Secondary education enrollment*129
3.02	Reliability of police services52	11.03	Quality of the educational system 49
3.03	Business costs of crime and violence91	11.04	Local availability of research and training services92
3.04	Road traffic accidents*101	11.05	Extent of staff training67
<hr/>		11.06	Hiring and firing practices 32
4th pillar: Health and hygiene		11.07	Ease of hiring foreign labor108
4.01	Physician density*137	11.08	HIV prevalence*131
4.02	Access to improved sanitation*97	11.09	Business impact of HIV/AIDS135
4.03	Access to improved drinking water*107	11.10	Life expectancy*124
4.04	Hospital beds*104	<hr/>	
<hr/>		12th pillar: Affinity for Travel & Tourism	
5th pillar: Prioritization of Travel & Tourism		12.01	Tourism openness*109
5.01	Government prioritization of the T&T industry74	12.02	Attitude of population toward foreign visitors57
5.02	T&T government expenditure*120	12.03	Extension of business trips recommended77
5.03	Effectiveness of marketing and branding83	<hr/>	
5.04	Comprehensiveness of annual T&T data*114	13th pillar: Natural resources	
5.05	Timeliness of providing monthly/quarterly T&T data*109	13.01	Number of World Heritage natural sites* 43
<hr/>		13.02	Protected areas* 38
6th pillar: Air transport infrastructure		13.03	Quality of the natural environment55
6.01	Quality of air transport infrastructure119	13.04	Total known species* 38
6.02	Available seat kilometers, domestic*85	<hr/>	
6.03	Available seat kilometers, international*132	14th pillar: Cultural resources	
6.04	Departures per 1,000 population*111	14.01	Number of World Heritage cultural sites*62
6.05	Airport density*126	14.02	Sports stadiums*124
6.06	Number of operating airlines*131	14.03	Number of international fairs and exhibitions*114
6.07	International air transport network109	14.04	Creative industries exports*106
<hr/>		<hr/>	
7th pillar: Ground transport infrastructure		<hr/>	
7.01	Quality of roads76	<hr/>	
7.02	Quality of railroad infrastructure78	<hr/>	
7.03	Quality of port infrastructure99	<hr/>	
7.04	Quality of ground transport network58	<hr/>	
7.05	Road density*91	<hr/>	

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

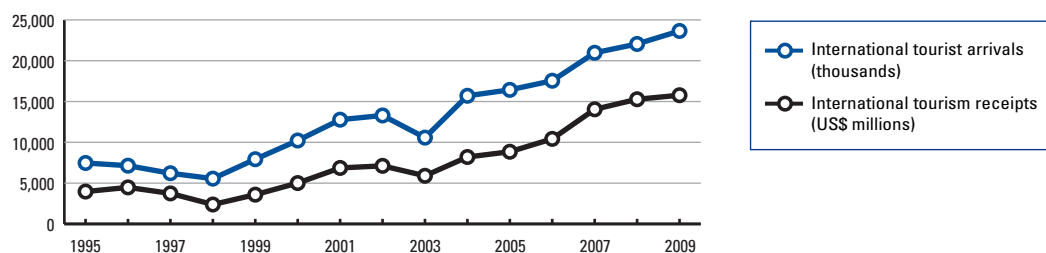
Population (millions), 2009.....	27.5
Surface area (1,000 square kilometers).....	329.7
Gross domestic product (US\$ billions), 2009.....	193.0
Gross domestic product (PPP, US\$) per capita, 2009.....	13,799.5
Real GDP growth (percent), 2009.....	-1.7
Environmental Performance Index, 2010 (out of 163 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), 200915,772.2



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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....56	8.01	Hotel rooms*48
1.02	Property rights41	8.02	Presence of major car rental companies*95
1.03	Business impact of rules on FDI 31	8.03	ATMs accepting Visa cards*53
1.04	Visa requirements* 1		
1.05	Openness of bilateral Air Service Agreements*53	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking37	9.01	Extent of business Internet use35
1.07	Time required to start a business*69	9.02	Internet users*39
1.08	Cost to start a business*87	9.03	Telephone lines*75
1.09	GATS commitments*63	9.04	Broadband Internet subscribers*59
		9.05	Mobile telephone subscribers*50
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation39	10.01	Ticket taxes and airport charges* 15
2.02	Enforcement of environmental regulation 31	10.02	Purchasing power parity*41
2.03	Sustainability of T&T industry development 18	10.03	Extent and effect of taxation 28
2.04	Carbon dioxide emissions*96	10.04	Fuel price levels* 14
2.05	Particulate matter concentration*38	10.05	Hotel price index* 11
2.06	Threatened species*130		
2.07	Environmental treaty ratification*81	11th pillar: Human resources	
3rd pillar: Safety and security		11.01	Primary education enrollment*47
3.01	Business costs of terrorism103	11.02	Secondary education enrollment*100
3.02	Reliability of police services50	11.03	Quality of the educational system 23
3.03	Business costs of crime and violence93	11.04	Local availability of research and training services 25
3.04	Road traffic accidents*94	11.05	Extent of staff training 13
		11.06	Hiring and firing practices50
4th pillar: Health and hygiene		11.07	Ease of hiring foreign labor77
4.01	Physician density*96	11.08	HIV prevalence*88
4.02	Access to improved sanitation*46	11.09	Business impact of HIV/AIDS93
4.03	Access to improved drinking water* 1	11.10	Life expectancy*64
4.04	Hospital beds*89		
5th pillar: Prioritization of Travel & Tourism		12th pillar: Affinity for Travel & Tourism	
5.01	Government prioritization of the T&T industry 25	12.01	Tourism openness* 18
5.02	T&T government expenditure*113	12.02	Attitude of population toward foreign visitors58
5.03	Effectiveness of marketing and branding 15	12.03	Extension of business trips recommended38
5.04	Comprehensiveness of annual T&T data*58		
5.05	Timeliness of providing monthly/quarterly T&T data*46	13th pillar: Natural resources	
6th pillar: Air transport infrastructure		13.01	Number of World Heritage natural sites* 24
6.01	Quality of air transport infrastructure 29	13.02	Protected areas*41
6.02	Available seat kilometers, domestic* 14	13.03	Quality of the natural environment42
6.03	Available seat kilometers, international* 21	13.04	Total known species* 23
6.04	Departures per 1,000 population*43		
6.05	Airport density*36	14th pillar: Cultural resources	
6.06	Number of operating airlines* 25	14.01	Number of World Heritage cultural sites*89
6.07	International air transport network 28	14.02	Sports stadiums*66
		14.03	Number of international fairs and exhibitions* 32
7th pillar: Ground transport infrastructure		14.04	Creative industries exports* 26
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		

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

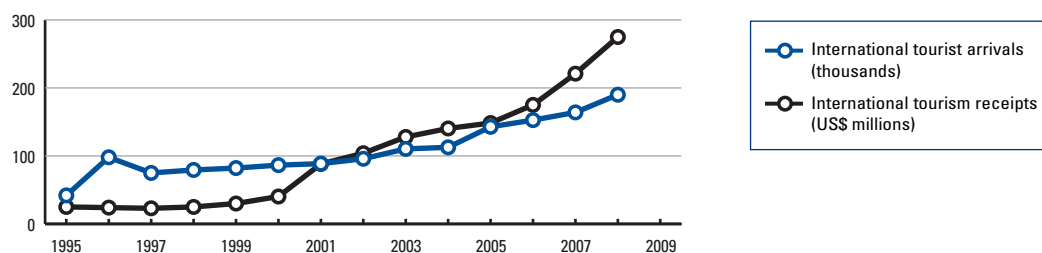
Population (millions), 2009.....	13.0
Surface area (1,000 square kilometers)	1,240.2
Gross domestic product (US\$ billions), 2009	9.0
Gross domestic product (PPP, US\$) per capita, 2009	1,163.6
Real GDP growth (percent), 2009.....	4.4
Environmental Performance Index, 2010 (out of 163 economies).....	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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....129	8.01	Hotel rooms*120
1.02	Property rights109	8.02	Presence of major car rental companies*95
1.03	Business impact of rules on FDI112	8.03	ATMs accepting Visa cards*137
1.04	Visa requirements*108		
1.05	Openness of bilateral Air Service Agreements*108	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking78	9.01	Extent of business Internet use132
1.07	Time required to start a business* 28	9.02	Internet users*130
1.08	Cost to start a business*124	9.03	Telephone lines*132
1.09	GATS commitments* 46	9.04	Broadband Internet subscribers*132
		9.05	Mobile telephone subscribers*124
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation128	10.01	Ticket taxes and airport charges*137
2.02	Enforcement of environmental regulation122	10.02	Purchasing power parity*74
2.03	Sustainability of T&T industry development 22	10.03	Extent and effect of taxation116
2.04	Carbon dioxide emissions* 3	10.04	Fuel price levels*97
2.05	Particulate matter concentration*135	10.05	Hotel price index*n/a
2.06	Threatened species* 25		
2.07	Environmental treaty ratification*94	11th pillar: Human resources	
3rd pillar: Safety and security		11.01	Primary education enrollment*129
3.01	Business costs of terrorism83	11.02	Secondary education enrollment*122
3.02	Reliability of police services110	11.03	Quality of the educational system125
3.03	Business costs of crime and violence58	11.04	Local availability of research and training services113
3.04	Road traffic accidents*115	11.05	Extent of staff training131
4th pillar: Health and hygiene		11.06	Hiring and firing practices58
4.01	Physician density*125	11.07	Ease of hiring foreign labor 48
4.02	Access to improved sanitation*115	11.08	HIV prevalence*106
4.03	Access to improved drinking water*128	11.09	Business impact of HIV/AIDS121
4.04	Hospital beds*122	11.10	Life expectancy*132
5th pillar: Prioritization of Travel & Tourism		12th pillar: Affinity for Travel & Tourism	
5.01	Government prioritization of the T&T industry 29	12.01	Tourism openness*71
5.02	T&T government expenditure*115	12.02	Attitude of population toward foreign visitors 28
5.03	Effectiveness of marketing and branding 24	12.03	Extension of business trips recommended71
5.04	Comprehensiveness of annual T&T data*85	13th pillar: Natural resources	
5.05	Timeliness of providing monthly/quarterly T&T data*123	13.01	Number of World Heritage natural sites* 43
6th pillar: Air transport infrastructure		13.02	Protected areas*116
6.01	Quality of air transport infrastructure123	13.03	Quality of the natural environment136
6.02	Available seat kilometers, domestic*88	13.04	Total known species* 49
6.03	Available seat kilometers, international*107	14th pillar: Cultural resources	
6.04	Departures per 1,000 population*122	14.01	Number of World Heritage cultural sites* 29
6.05	Airport density*105	14.02	Sports stadiums*99
6.06	Number of operating airlines*100	14.03	Number of international fairs and exhibitions*114
6.07	International air transport network114	14.04	Creative industries exports*121
7th pillar: Ground transport infrastructure			
7.01	Quality of roads103		
7.02	Quality of railroad infrastructure85		
7.03	Quality of port infrastructure91		
7.04	Quality of ground transport network68		
7.05	Road density*136		

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

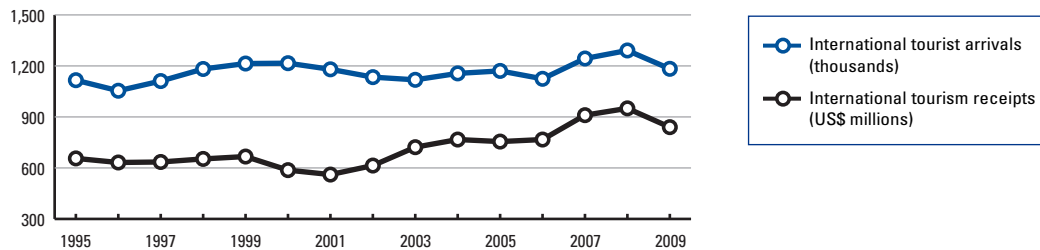
Population (millions), 2009.....	0.4
Surface area (1,000 square kilometers).....	0.3
Gross domestic product (US\$ billions), 2009.....	8.0
Gross domestic product (PPP, US\$) per capita, 2009.....	23,667.4
Real GDP growth (percent), 2009.....	-2.1
Environmental Performance Index, 2010 (out of 163 economies).....	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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....65	8.01	Hotel rooms* 2
1.02	Property rights34	8.02	Presence of major car rental companies* 1
1.03	Business impact of rules on FDI 7	8.03	ATMs accepting Visa cards*47
1.04	Visa requirements*42	9th pillar: ICT infrastructure	
1.05	Openness of bilateral Air Service Agreements*75	9.01	Extent of business Internet use 26
1.06	Transparency of government policymaking51	9.02	Internet users*36
1.07	Time required to start a business*n/a	9.03	Telephone lines* 4
1.08	Cost to start a business*n/a	9.04	Broadband Internet subscribers* 16
1.09	GATS commitments*63	9.05	Mobile telephone subscribers*58
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation61	10.01	Ticket taxes and airport charges*100
2.02	Enforcement of environmental regulation59	10.02	Purchasing power parity*106
2.03	Sustainability of T&T industry development41	10.03	Extent and effect of taxation32
2.04	Carbon dioxide emissions*91	10.04	Fuel price levels*131
2.05	Particulate matter concentration*n/a	10.05	Hotel price index*40
2.06	Threatened species* 24	11th pillar: Human resources	
2.07	Environmental treaty ratification*65	11.01	Primary education enrollment*84
3rd pillar: Safety and security		11.02	Secondary education enrollment* 26
3.01	Business costs of terrorism 16	11.03	Quality of the educational system 21
3.02	Reliability of police services35	11.04	Local availability of research and training services44
3.03	Business costs of crime and violence 11	11.05	Extent of staff training47
3.04	Road traffic accidents* 1	11.06	Hiring and firing practices93
4th pillar: Health and hygiene		11.07	Ease of hiring foreign labor53
4.01	Physician density* 24	11.08	HIV prevalence* 20
4.02	Access to improved sanitation* 1	11.09	Business impact of HIV/AIDS43
4.03	Access to improved drinking water* 1	11.10	Life expectancy* 15
4.04	Hospital beds* 9	12th pillar: Affinity for Travel & Tourism	
5th pillar: Prioritization of Travel & Tourism		12.01	Tourism openness* 8
5.01	Government prioritization of the T&T industry 7	12.02	Attitude of population toward foreign visitors 24
5.02	T&T government expenditure* 5	12.03	Extension of business trips recommended44
5.03	Effectiveness of marketing and branding35	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*36	13.01	Number of World Heritage natural sites*75
5.05	Timeliness of providing monthly/quarterly T&T data* 12	13.02	Protected areas*119
6th pillar: Air transport infrastructure		13.03	Quality of the natural environment112
6.01	Quality of air transport infrastructure 21	13.04	Total known species*136
6.02	Available seat kilometers, domestic*103	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*91	14.01	Number of World Heritage cultural sites*73
6.04	Departures per 1,000 population* 8	14.02	Sports stadiums* 9
6.05	Airport density* 19	14.03	Number of international fairs and exhibitions*60
6.06	Number of operating airlines*92	14.04	Creative industries exports*71
6.07	International air transport network33		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads113		
7.02	Quality of railroad infrastructuren/a		
7.03	Quality of port infrastructure 20		
7.04	Quality of ground transport network105		
7.05	Road density* 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.

Mauritania

Key indicators

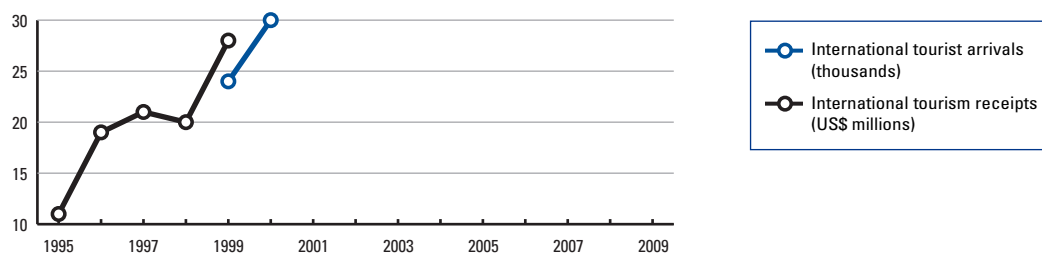
Population (millions), 2009.....	3.3
Surface area (1,000 square kilometers)	1,030.7
Gross domestic product (US\$ billions), 2009	3.0
Gross domestic product (PPP, US\$) per capita, 2009	2,034.6
Real GDP growth (percent), 2009.....	-1.1
Environmental Performance Index, 2010 (out of 163 economies).....	161

Travel & Tourism indicators

	Percent of total	2011–2020 annual growth (% forecast)
T&T industry, 2010 estimates		
GDP (US\$ millions)	n/a	n/a
Employment (1,000 jobs).....	n/a	n/a
T&T economy, 2010 estimates		
GDP (US\$ millions)	n/a	n/a
Employment (1,000 jobs).....	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 Read Country/Economy Profiles."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....133	8.01	Hotel rooms*116
1.02	Property rights108	8.02	Presence of major car rental companies*112
1.03	Business impact of rules on FDI109	8.03	ATMs accepting Visa cards*119
1.04	Visa requirements*104		
1.05	Openness of bilateral Air Service Agreements*87	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking92	9.01	Extent of business Internet use129
1.07	Time required to start a business*73	9.02	Internet users*127
1.08	Cost to start a business*107	9.03	Telephone lines*114
1.09	GATS commitments*59	9.04	Broadband Internet subscribers*105
		9.05	Mobile telephone subscribers*103
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation124	10.01	Ticket taxes and airport charges*117
2.02	Enforcement of environmental regulation129	10.02	Purchasing power parity* 31
2.03	Sustainability of T&T industry development96	10.03	Extent and effect of taxation87
2.04	Carbon dioxide emissions* 26	10.04	Fuel price levels*118
2.05	Particulate matter concentration*121	10.05	Hotel price index*n/a
2.06	Threatened species*56		
2.07	Environmental treaty ratification* 46	11th pillar: Human resources	
3rd pillar: Safety and security		11.01	Primary education enrollment*126
3.01	Business costs of terrorism129	11.02	Secondary education enrollment*134
3.02	Reliability of police services129	11.03	Quality of the educational system135
3.03	Business costs of crime and violence68	11.04	Local availability of research and training services135
3.04	Road traffic accidents*129	11.05	Extent of staff training138
		11.06	Hiring and firing practices 46
4th pillar: Health and hygiene		11.07	Ease of hiring foreign labor110
4.01	Physician density*119	11.08	HIV prevalence*96
4.02	Access to improved sanitation*123	11.09	Business impact of HIV/AIDS120
4.03	Access to improved drinking water*132	11.10	Life expectancy*118
4.04	Hospital beds*130		
5th pillar: Prioritization of Travel & Tourism		12th pillar: Affinity for Travel & Tourism	
5.01	Government prioritization of the T&T industry90	12.01	Tourism openness*67
5.02	T&T government expenditure*n/a	12.02	Attitude of population toward foreign visitors95
5.03	Effectiveness of marketing and branding92	12.03	Extension of business trips recommended90
5.04	Comprehensiveness of annual T&T data*139		
5.05	Timeliness of providing monthly/quarterly T&T data*123	13th pillar: Natural resources	
6th pillar: Air transport infrastructure		13.01	Number of World Heritage natural sites* 43
6.01	Quality of air transport infrastructure135	13.02	Protected areas*126
6.02	Available seat kilometers, domestic*103	13.03	Quality of the natural environment111
6.03	Available seat kilometers, international*130	13.04	Total known species*63
6.04	Departures per 1,000 population*108		
6.05	Airport density*106	14th pillar: Cultural resources	
6.06	Number of operating airlines*134	14.01	Number of World Heritage cultural sites*104
6.07	International air transport network137	14.02	Sports stadiums*101
		14.03	Number of international fairs and exhibitions*135
		14.04	Creative industries exports*128
7th pillar: Ground transport infrastructure			
7.01	Quality of roads127		
7.02	Quality of railroad infrastructure86		
7.03	Quality of port infrastructure98		
7.04	Quality of ground transport network97		
7.05	Road density*135		

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

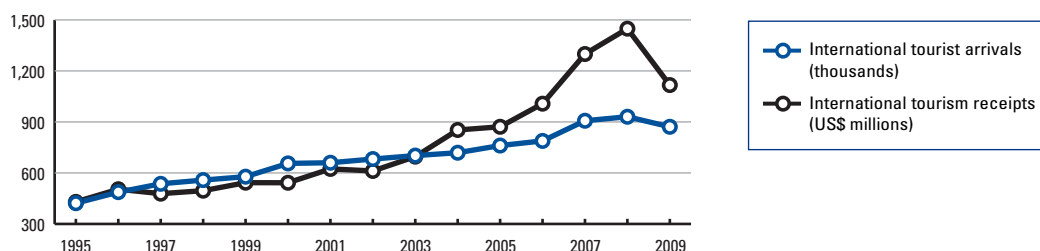
Population (millions), 2009.....	1.3
Surface area (1,000 square kilometers).....	2.0
Gross domestic product (US\$ billions), 2009.....	8.6
Gross domestic product (PPP, US\$) per capita, 2009.....	12,736.5
Real GDP growth (percent), 2009.....	2.5
Environmental Performance Index, 2010 (out of 163 economies).....	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), 20091,116.8



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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....72	8.01	Hotel rooms* 36
1.02	Property rights 36	8.02	Presence of major car rental companies* 40
1.03	Business impact of rules on FDI 8	8.03	ATMs accepting Visa cards*67
1.04	Visa requirements* 8	9th pillar: ICT infrastructure	
1.05	Openness of bilateral Air Service Agreements*106	9.01	Extent of business Internet use69
1.06	Transparency of government policymaking 24	9.02	Internet users*89
1.07	Time required to start a business* 13	9.03	Telephone lines* 42
1.08	Cost to start a business* 38	9.04	Broadband Internet subscribers*57
1.09	GATS commitments*78	9.05	Mobile telephone subscribers*84
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation60	10.01	Ticket taxes and airport charges*72
2.02	Enforcement of environmental regulation55	10.02	Purchasing power parity*55
2.03	Sustainability of T&T industry development 10	10.03	Extent and effect of taxation 8
2.04	Carbon dioxide emissions*63	10.04	Fuel price levels* 25
2.05	Particulate matter concentration* 16	10.05	Hotel price index*87
2.06	Threatened species*137	11th pillar: Human resources	
2.07	Environmental treaty ratification* 46	11.01	Primary education enrollment*68
3rd pillar: Safety and security		11.02	Secondary education enrollment*71
3.01	Business costs of terrorism 49	11.03	Quality of the educational system 50
3.02	Reliability of police services65	11.04	Local availability of research and training services87
3.03	Business costs of crime and violence69	11.05	Extent of staff training 41
3.04	Road traffic accidents* 29	11.06	Hiring and firing practices74
4th pillar: Health and hygiene		11.07	Ease of hiring foreign labor 46
4.01	Physician density*89	11.08	HIV prevalence*106
4.02	Access to improved sanitation*63	11.09	Business impact of HIV/AIDS79
4.03	Access to improved drinking water* 40	11.10	Life expectancy*64
4.04	Hospital beds*55	12th pillar: Affinity for Travel & Tourism	
5th pillar: Prioritization of Travel & Tourism		12.01	Tourism openness* 6
5.01	Government prioritization of the T&T industry 5	12.02	Attitude of population toward foreign visitors 18
5.02	T&T government expenditure* 3	12.03	Extension of business trips recommended 16
5.03	Effectiveness of marketing and branding 8	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data* 44	13.01	Number of World Heritage natural sites*75
5.05	Timeliness of providing monthly/quarterly T&T data* 12	13.02	Protected areas*130
6th pillar: Air transport infrastructure		13.03	Quality of the natural environment 49
6.01	Quality of air transport infrastructure56	13.04	Total known species*139
6.02	Available seat kilometers, domestic*68	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*63	14.01	Number of World Heritage cultural sites*89
6.04	Departures per 1,000 population* 36	14.02	Sports stadiums*77
6.05	Airport density* 28	14.03	Number of international fairs and exhibitions*106
6.06	Number of operating airlines*101	14.04	Creative industries exports*77
6.07	International air transport network52	7th pillar: Ground transport infrastructure	
7.01	Quality of roads58	7.01	Quality of roads58
7.02	Quality of railroad infrastructuren/a	7.02	Quality of railroad infrastructuren/a
7.03	Quality of port infrastructure56	7.03	Quality of port infrastructure56
7.04	Quality of ground transport network63	7.04	Quality of ground transport network63
7.05	Road density* 35	7.05	Road density* 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.

Mexico

Key indicators

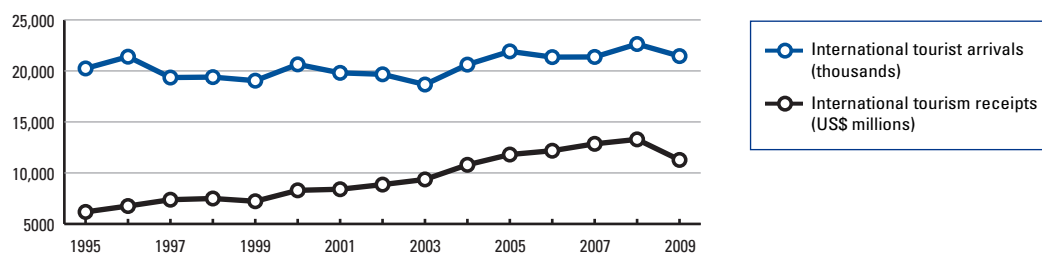
Population (millions), 2009.....	107.4
Surface area (1,000 square kilometers)	1,964.4
Gross domestic product (US\$ billions), 2009	874.8
Gross domestic product (PPP, US\$) per capita, 2009	13,608.8
Real GDP growth (percent), 2009.....	-6.5
Environmental Performance Index, 2010 (out of 163 economies).....	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), 200911,275.1



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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership..... 22	8.01	Hotel rooms*50
1.02	Property rights88	8.02	Presence of major car rental companies* 1
1.03	Business impact of rules on FDI64	8.03	ATMs accepting Visa cards*55
1.04	Visa requirements*89		
1.05	Openness of bilateral Air Service Agreements* 23	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking79	9.01	Extent of business Internet use78
1.07	Time required to start a business* 35	9.02	Internet users*77
1.08	Cost to start a business*72	9.03	Telephone lines*74
1.09	GATS commitments*101	9.04	Broadband Internet subscribers*53
		9.05	Mobile telephone subscribers*92
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation67	10.01	Ticket taxes and airport charges*96
2.02	Enforcement of environmental regulation82	10.02	Purchasing power parity*70
2.03	Sustainability of T&T industry development68	10.03	Extent and effect of taxation113
2.04	Carbon dioxide emissions*75	10.04	Fuel price levels* 25
2.05	Particulate matter concentration*75	10.05	Hotel price index* 25
2.06	Threatened species*136		
2.07	Environmental treaty ratification*65	11th pillar: Human resources	
		11.01	Primary education enrollment* 28
3rd pillar: Safety and security		11.02	Secondary education enrollment*63
3.01	Business costs of terrorism112	11.03	Quality of the educational system120
3.02	Reliability of police services132	11.04	Local availability of research and training services55
3.03	Business costs of crime and violence132	11.05	Extent of staff training84
3.04	Road traffic accidents*86	11.06	Hiring and firing practices120
		11.07	Ease of hiring foreign labor97
4th pillar: Health and hygiene		11.08	HIV prevalence*68
4.01	Physician density* 35	11.09	Business impact of HIV/AIDS78
4.02	Access to improved sanitation*75	11.10	Life expectancy* 38
4.03	Access to improved drinking water*68		
4.04	Hospital beds*93	12th pillar: Affinity for Travel & Tourism	
5th pillar: Prioritization of Travel & Tourism		12.01	Tourism openness*116
5.01	Government prioritization of the T&T industry45	12.02	Attitude of population toward foreign visitors 39
5.02	T&T government expenditure* 40	12.03	Extension of business trips recommended 39
5.03	Effectiveness of marketing and branding48		
5.04	Comprehensiveness of annual T&T data* 15	13th pillar: Natural resources	
5.05	Timeliness of providing monthly/quarterly T&T data* 12	13.01	Number of World Heritage natural sites* 10
6th pillar: Air transport infrastructure		13.02	Protected areas*56
6.01	Quality of air transport infrastructure65	13.03	Quality of the natural environment120
6.02	Available seat kilometers, domestic* 11	13.04	Total known species* 9
6.03	Available seat kilometers, international* 22		
6.04	Departures per 1,000 population*68	14th pillar: Cultural resources	
6.05	Airport density*81	14.01	Number of World Heritage cultural sites* 5
6.06	Number of operating airlines* 26	14.02	Sports stadiums*83
6.07	International air transport network55	14.03	Number of international fairs and exhibitions* 24
7th pillar: Ground transport infrastructure		14.04	Creative industries exports* 18
7.01	Quality of roads62		
7.02	Quality of railroad infrastructure76		
7.03	Quality of port infrastructure89		
7.04	Quality of ground transport network57		
7.05	Road density*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.

Moldova

Key indicators

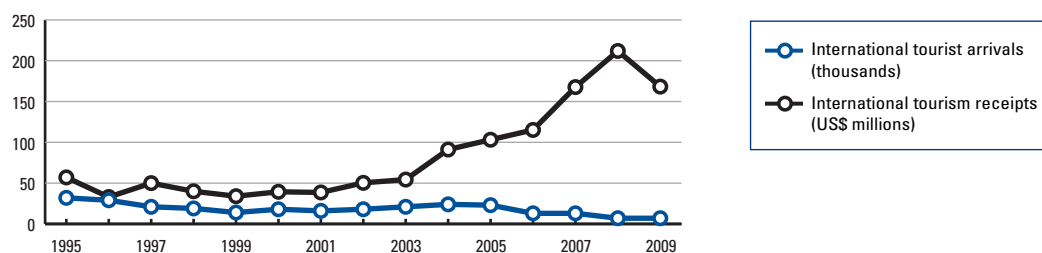
Population (millions), 2009.....	3.6
Surface area (1,000 square kilometers).....	33.9
Gross domestic product (US\$ billions), 2009.....	5.4
Gross domestic product (PPP, US\$) per capita, 2009.....	2,838.6
Real GDP growth (percent), 2009.....	-6.5
Environmental Performance Index, 2010 (out of 163 economies).....	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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....120	8.01	Hotel rooms*118
1.02	Property rights119	8.02	Presence of major car rental companies*80
1.03	Business impact of rules on FDI100	8.03	ATMs accepting Visa cards*81
1.04	Visa requirements*93		
1.05	Openness of bilateral Air Service Agreements*124	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking67	9.01	Extent of business Internet use99
1.07	Time required to start a business* 40	9.02	Internet users*62
1.08	Cost to start a business*70	9.03	Telephone lines* 38
1.09	GATS commitments* 3	9.04	Broadband Internet subscribers*65
		9.05	Mobile telephone subscribers*91
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation117	10.01	Ticket taxes and airport charges*111
2.02	Enforcement of environmental regulation112	10.02	Purchasing power parity*60
2.03	Sustainability of T&T industry development128	10.03	Extent and effect of taxation55
2.04	Carbon dioxide emissions* 40	10.04	Fuel price levels*83
2.05	Particulate matter concentration*70	10.05	Hotel price index* 10
2.06	Threatened species*55		
2.07	Environmental treaty ratification*94	11th pillar: Human resources	
		11.01	Primary education enrollment*106
3rd pillar: Safety and security		11.02	Secondary education enrollment*69
3.01	Business costs of terrorism 48	11.03	Quality of the educational system96
3.02	Reliability of police services116	11.04	Local availability of research and training services93
3.03	Business costs of crime and violence60	11.05	Extent of staff training117
3.04	Road traffic accidents*63	11.06	Hiring and firing practices100
		11.07	Ease of hiring foreign labor78
4th pillar: Health and hygiene		11.08	HIV prevalence*79
4.01	Physician density* 39	11.09	Business impact of HIV/AIDS74
4.02	Access to improved sanitation*82	11.10	Life expectancy*92
4.03	Access to improved drinking water*82		
4.04	Hospital beds* 24	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness* 34
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors70
5.01	Government prioritization of the T&T industry125	12.03	Extension of business trips recommended131
5.02	T&T government expenditure*71		
5.03	Effectiveness of marketing and branding133	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data* 25	13.01	Number of World Heritage natural sites*75
5.05	Timeliness of providing monthly/quarterly T&T data*102	13.02	Protected areas*123
		13.03	Quality of the natural environment95
6th pillar: Air transport infrastructure		13.04	Total known species*124
6.01	Quality of air transport infrastructure109		
6.02	Available seat kilometers, domestic*103	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*122	14.01	Number of World Heritage cultural sites*104
6.04	Departures per 1,000 population*89	14.02	Sports stadiums*79
6.05	Airport density*112	14.03	Number of international fairs and exhibitions*125
6.06	Number of operating airlines*108	14.04	Creative industries exports*78
6.07	International air transport network118		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads139		
7.02	Quality of railroad infrastructure67		
7.03	Quality of port infrastructure124		
7.04	Quality of ground transport network106		
7.05	Road density*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.

Mongolia

Key indicators

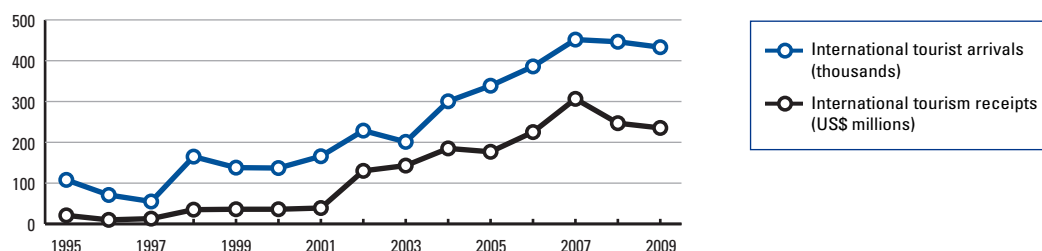
Population (millions), 2009.....	2.7
Surface area (1,000 square kilometers).....	1,564.1
Gross domestic product (US\$ billions), 2009.....	4.2
Gross domestic product (PPP, US\$) per capita, 2009.....	3,456.0
Real GDP growth (percent), 2009.....	-1.6
Environmental Performance Index, 2010 (out of 163 economies).....	142

Travel & Tourism indicators

	Percent of total	2011-2020 annual growth (% forecast)
T&T industry, 2010 estimates		
GDP (US\$ millions).....	233	3.3
Employment (1,000 jobs).....	29	2.5
T&T economy, 2010 estimates		
GDP (US\$ millions).....	635	8.9
Employment (1,000 jobs).....	81	7.1

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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....59	8.01	Hotel rooms*86
1.02	Property rights115	8.02	Presence of major car rental companies*125
1.03	Business impact of rules on FDI105	8.03	ATMs accepting Visa cards*95
1.04	Visa requirements*130		
1.05	Openness of bilateral Air Service Agreements*114	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking120	9.01	Extent of business Internet use98
1.07	Time required to start a business* 50	9.02	Internet users*96
1.08	Cost to start a business* 34	9.03	Telephone lines*103
1.09	GATS commitments* 11	9.04	Broadband Internet subscribers*91
		9.05	Mobile telephone subscribers*85
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation137	10.01	Ticket taxes and airport charges* 32
2.02	Enforcement of environmental regulation137	10.02	Purchasing power parity* 26
2.03	Sustainability of T&T industry development127	10.03	Extent and effect of taxation69
2.04	Carbon dioxide emissions*70	10.04	Fuel price levels*108
2.05	Particulate matter concentration*129	10.05	Hotel price index*n/a
2.06	Threatened species*99		
2.07	Environmental treaty ratification*81	11th pillar: Human resources	
		11.01	Primary education enrollment*89
3rd pillar: Safety and security		11.02	Secondary education enrollment*53
3.01	Business costs of terrorism 19	11.03	Quality of the educational system136
3.02	Reliability of police services96	11.04	Local availability of research and training services139
3.03	Business costs of crime and violence73	11.05	Extent of staff training82
3.04	Road traffic accidents*80	11.06	Hiring and firing practices 23
		11.07	Ease of hiring foreign labor93
4th pillar: Health and hygiene		11.08	HIV prevalence* 20
4.01	Physician density* 41	11.09	Business impact of HIV/AIDS67
4.02	Access to improved sanitation*106	11.10	Life expectancy*96
4.03	Access to improved drinking water*112		
4.04	Hospital beds* 26	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness* 19
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors124
5.01	Government prioritization of the T&T industry97	12.03	Extension of business trips recommended64
5.02	T&T government expenditure* 50		
5.03	Effectiveness of marketing and branding115	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*129	13.01	Number of World Heritage natural sites* 43
5.05	Timeliness of providing monthly/quarterly T&T data* 12	13.02	Protected areas* 47
		13.03	Quality of the natural environment129
6th pillar: Air transport infrastructure		13.04	Total known species*74
6.01	Quality of air transport infrastructure129		
6.02	Available seat kilometers, domestic*62	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*118	14.01	Number of World Heritage cultural sites* 25
6.04	Departures per 1,000 population*73	14.02	Sports stadiums*111
6.05	Airport density* 8	14.03	Number of international fairs and exhibitions*104
6.06	Number of operating airlines*127	14.04	Creative industries exports*108
6.07	International air transport network133		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads138		
7.02	Quality of railroad infrastructure69		
7.03	Quality of port infrastructure112		
7.04	Quality of ground transport network132		
7.05	Road density*132		

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

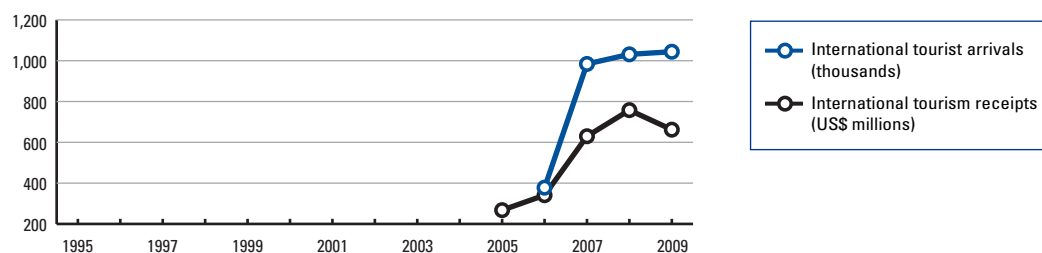
Population (millions), 2009.....	0.6
Surface area (1,000 square kilometers)	13.8
Gross domestic product (US\$ billions), 2009	4.2
Gross domestic product (PPP, US\$) per capita, 2009	10,527.6
Real GDP growth (percent), 2009.....	-5.7
Environmental Performance Index, 2010 (out of 163 economies)	n/a

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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....51	8.01	Hotel rooms* 5
1.02	Property rights48	8.02	Presence of major car rental companies*64
1.03	Business impact of rules on FDI 21	8.03	ATMs accepting Visa cards*40
1.04	Visa requirements* 35		
1.05	Openness of bilateral Air Service Agreements*n/a	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking 36	9.01	Extent of business Internet use97
1.07	Time required to start a business*40	9.02	Internet users*49
1.08	Cost to start a business* 21	9.03	Telephone lines*47
1.09	GATS commitments*n/a	9.04	Broadband Internet subscribers*55
		9.05	Mobile telephone subscribers* 2
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation58	10.01	Ticket taxes and airport charges*55
2.02	Enforcement of environmental regulation56	10.02	Purchasing power parity*43
2.03	Sustainability of T&T industry development 16	10.03	Extent and effect of taxation 21
2.04	Carbon dioxide emissions*77	10.04	Fuel price levels*90
2.05	Particulate matter concentration*59	10.05	Hotel price index*n/a
2.06	Threatened species*67		
2.07	Environmental treaty ratification*94	11th pillar: Human resources	
		11.01	Primary education enrollment* 20
3rd pillar: Safety and security		11.02	Secondary education enrollment*73
3.01	Business costs of terrorism 13	11.03	Quality of the educational system37
3.02	Reliability of police services47	11.04	Local availability of research and training services79
3.03	Business costs of crime and violence 20	11.05	Extent of staff training69
3.04	Road traffic accidents*85	11.06	Hiring and firing practices41
		11.07	Ease of hiring foreign labor 32
4th pillar: Health and hygiene		11.08	HIV prevalence* 1
4.01	Physician density*57	11.09	Business impact of HIV/AIDS 20
4.02	Access to improved sanitation*59	11.10	Life expectancy*53
4.03	Access to improved drinking water*51		
4.04	Hospital beds*43	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness* 5
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors 35
5.01	Government prioritization of the T&T industry 30	12.03	Extension of business trips recommended48
5.02	T&T government expenditure*90		
5.03	Effectiveness of marketing and branding 13	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*105	13.01	Number of World Heritage natural sites*43
5.05	Timeliness of providing monthly/quarterly T&T data* 12	13.02	Protected areas*59
		13.03	Quality of the natural environment 28
6th pillar: Air transport infrastructure		13.04	Total known species*97
6.01	Quality of air transport infrastructure91		
6.02	Available seat kilometers, domestic*103	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*121	14.01	Number of World Heritage cultural sites*104
6.04	Departures per 1,000 population*37	14.02	Sports stadiums* 10
6.05	Airport density* 17	14.03	Number of international fairs and exhibitions*122
6.06	Number of operating airlines*108	14.04	Creative industries exports*n/a
6.07	International air transport network98		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads112		
7.02	Quality of railroad infrastructure68		
7.03	Quality of port infrastructure106		
7.04	Quality of ground transport network103		
7.05	Road density*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.

Morocco

Key indicators

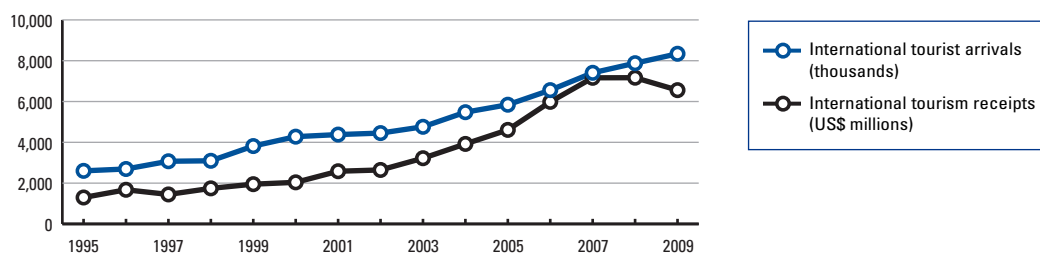
Population (millions), 2009.....	32.0
Surface area (1,000 square kilometers)	446.6
Gross domestic product (US\$ billions), 2009	91.4
Gross domestic product (PPP, US\$) per capita, 2009	4,586.9
Real GDP growth (percent), 2009.....	4.9
Environmental Performance Index, 2010 (out of 163 economies).....	52

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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....74	8.01	Hotel rooms*81
1.02	Property rights63	8.02	Presence of major car rental companies* 1
1.03	Business impact of rules on FDI74	8.03	ATMs accepting Visa cards*86
1.04	Visa requirements*72		
1.05	Openness of bilateral Air Service Agreements*56	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking76	9.01	Extent of business Internet use85
1.07	Time required to start a business* 46	9.02	Internet users*54
1.08	Cost to start a business*84	9.03	Telephone lines*90
1.09	GATS commitments* 35	9.04	Broadband Internet subscribers*88
		9.05	Mobile telephone subscribers*89
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation84	10.01	Ticket taxes and airport charges*88
2.02	Enforcement of environmental regulation79	10.02	Purchasing power parity*82
2.03	Sustainability of T&T industry development 19	10.03	Extent and effect of taxation100
2.04	Carbon dioxide emissions* 49	10.04	Fuel price levels*95
2.05	Particulate matter concentration* 32	10.05	Hotel price index* 48
2.06	Threatened species*94		
2.07	Environmental treaty ratification*65	11th pillar: Human resources	
		11.01	Primary education enrollment*96
3rd pillar: Safety and security		11.02	Secondary education enrollment*111
3.01	Business costs of terrorism84	11.03	Quality of the educational system105
3.02	Reliability of police services62	11.04	Local availability of research and training services60
3.03	Business costs of crime and violence57	11.05	Extent of staff training87
3.04	Road traffic accidents*106	11.06	Hiring and firing practices66
		11.07	Ease of hiring foreign labor55
4th pillar: Health and hygiene		11.08	HIV prevalence* 20
4.01	Physician density*100	11.09	Business impact of HIV/AIDS105
4.02	Access to improved sanitation*91	11.10	Life expectancy*74
4.03	Access to improved drinking water*106		
4.04	Hospital beds*104	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness* 27
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors 12
5.01	Government prioritization of the T&T industry 11	12.03	Extension of business trips recommended 24
5.02	T&T government expenditure*64		
5.03	Effectiveness of marketing and branding 12	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data* 28	13.01	Number of World Heritage natural sites*75
5.05	Timeliness of providing monthly/quarterly T&T data* 1	13.02	Protected areas*120
		13.03	Quality of the natural environment94
6th pillar: Air transport infrastructure		13.04	Total known species*75
6.01	Quality of air transport infrastructure67		
6.02	Available seat kilometers, domestic* 49	14th pillar: Cultural resources	
6.03	Available seat kilometers, international* 40	14.01	Number of World Heritage cultural sites* 23
6.04	Departures per 1,000 population*76	14.02	Sports stadiums*82
6.05	Airport density*85	14.03	Number of international fairs and exhibitions*56
6.06	Number of operating airlines* 42	14.04	Creative industries exports*65
6.07	International air transport network60		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads88		
7.02	Quality of railroad infrastructure 37		
7.03	Quality of port infrastructure62		
7.04	Quality of ground transport network75		
7.05	Road density*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.

Mozambique

Key indicators

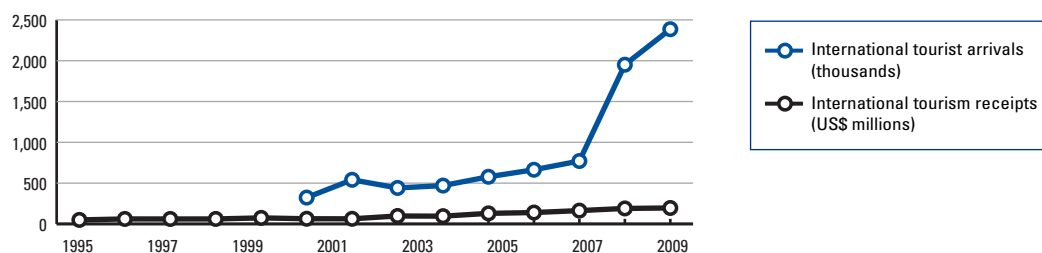
Population (millions), 2009.....	22.9
Surface area (1,000 square kilometers).....	799.4
Gross domestic product (US\$ billions), 2009.....	9.8
Gross domestic product (PPP, US\$) per capita, 2009.....	932.5
Real GDP growth (percent), 2009.....	6.3
Environmental Performance Index, 2010 (out of 163 economies).....	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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....71	8.01	Hotel rooms*122
1.02	Property rights117	8.02	Presence of major car rental companies*64
1.03	Business impact of rules on FDI69	8.03	ATMs accepting Visa cards*111
1.04	Visa requirements*131		
1.05	Openness of bilateral Air Service Agreements*81	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking66	9.01	Extent of business Internet use91
1.07	Time required to start a business* 50	9.02	Internet users*126
1.08	Cost to start a business*78	9.03	Telephone lines*138
1.09	GATS commitments*115	9.04	Broadband Internet subscribers*118
		9.05	Mobile telephone subscribers*131
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation88	10.01	Ticket taxes and airport charges*81
2.02	Enforcement of environmental regulation86	10.02	Purchasing power parity* 34
2.03	Sustainability of T&T industry development 46	10.03	Extent and effect of taxation88
2.04	Carbon dioxide emissions* 9	10.04	Fuel price levels*134
2.05	Particulate matter concentration* 49	10.05	Hotel price index* 36
2.06	Threatened species*54		
2.07	Environmental treaty ratification*65	11th pillar: Human resources	
		11.01	Primary education enrollment*122
3rd pillar: Safety and security		11.02	Secondary education enrollment*136
3.01	Business costs of terrorism97	11.03	Quality of the educational system81
3.02	Reliability of police services90	11.04	Local availability of research and training services126
3.03	Business costs of crime and violence106	11.05	Extent of staff training111
3.04	Road traffic accidents*127	11.06	Hiring and firing practices110
		11.07	Ease of hiring foreign labor135
4th pillar: Health and hygiene		11.08	HIV prevalence*132
4.01	Physician density*134	11.09	Business impact of HIV/AIDS130
4.02	Access to improved sanitation*127	11.10	Life expectancy*129
4.03	Access to improved drinking water*133		
4.04	Hospital beds*117	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness*83
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors80
5.01	Government prioritization of the T&T industry 48	12.03	Extension of business trips recommended100
5.02	T&T government expenditure*94		
5.03	Effectiveness of marketing and branding54	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data* 28	13.01	Number of World Heritage natural sites*75
5.05	Timeliness of providing monthly/quarterly T&T data*98	13.02	Protected areas* 40
		13.03	Quality of the natural environment71
6th pillar: Air transport infrastructure		13.04	Total known species* 34
6.01	Quality of air transport infrastructure92		
6.02	Available seat kilometers, domestic* 48	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*126	14.01	Number of World Heritage cultural sites*73
6.04	Departures per 1,000 population*105	14.02	Sports stadiums*117
6.05	Airport density*77	14.03	Number of international fairs and exhibitions*88
6.06	Number of operating airlines*124	14.04	Creative industries exports*112
6.07	International air transport network80		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads129		
7.02	Quality of railroad infrastructure73		
7.03	Quality of port infrastructure104		
7.04	Quality of ground transport network128		
7.05	Road density*129		

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

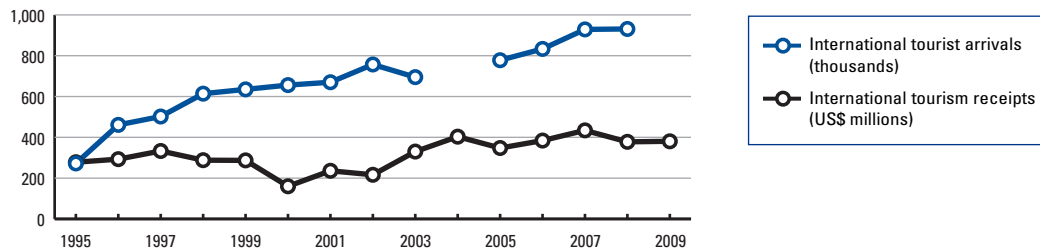
Population (millions), 2009.....	2.2
Surface area (1,000 square kilometers)	824.3
Gross domestic product (US\$ billions), 2009	9.4
Gross domestic product (PPP, US\$) per capita, 2009	6,652.6
Real GDP growth (percent), 2009.....	-0.8
Environmental Performance Index, 2010 (out of 163 economies).....	81

Travel & Tourism indicators

	Percent of total	2011-2020 annual growth (% forecast)
T&T industry, 2010 estimates		
GDP (US\$ millions)	280	3.1
Employment (1,000 jobs).....	19	4.6
T&T economy, 2010 estimates		
GDP (US\$ millions)	1,191	13.2
Employment (1,000 jobs).....	71	17.1

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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01 Prevalence of foreign ownership.....	32	8.01 Hotel rooms*	87
1.02 Property rights	20	8.02 Presence of major car rental companies*	40
1.03 Business impact of rules on FDI	42	8.03 ATMs accepting Visa cards*	60
1.04 Visa requirements*	90		
1.05 Openness of bilateral Air Service Agreements*	51	9th pillar: ICT infrastructure	
1.06 Transparency of government policymaking	39	9.01 Extent of business Internet use	75
1.07 Time required to start a business*	128	9.02 Internet users*	115
1.08 Cost to start a business*	91	9.03 Telephone lines*	105
1.09 GATS commitments*	1	9.04 Broadband Internet subscribers*	128
		9.05 Mobile telephone subscribers*	109
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01 Stringency of environmental regulation	34	10.01 Ticket taxes and airport charges*	82
2.02 Enforcement of environmental regulation	30	10.02 Purchasing power parity*	90
2.03 Sustainability of T&T industry development	15	10.03 Extent and effect of taxation	33
2.04 Carbon dioxide emissions*	48	10.04 Fuel price levels*	32
2.05 Particulate matter concentration*	91	10.05 Hotel price index*	n/a
2.06 Threatened species*	64		
2.07 Environmental treaty ratification*	65	11th pillar: Human resources	
		11.01 Primary education enrollment*	102
3rd pillar: Safety and security		11.02 Secondary education enrollment*	104
3.01 Business costs of terrorism.....	37	11.03 Quality of the educational system	112
3.02 Reliability of police services.....	54	11.04 Local availability of research and training services	116
3.03 Business costs of crime and violence	107	11.05 Extent of staff training.....	66
3.04 Road traffic accidents*	108	11.06 Hiring and firing practices	124
		11.07 Ease of hiring foreign labor.....	134
4th pillar: Health and hygiene		11.08 HIV prevalence*	133
4.01 Physician density*	109	11.09 Business impact of HIV/AIDS	128
4.02 Access to improved sanitation*	116	11.10 Life expectancy*	108
4.03 Access to improved drinking water*	77		
4.04 Hospital beds*	70	12th pillar: Affinity for Travel & Tourism	
		12.01 Tourism openness*	65
5th pillar: Prioritization of Travel & Tourism		12.02 Attitude of population toward foreign visitors	73
5.01 Government prioritization of the T&T industry	20	12.03 Extension of business trips recommended	32
5.02 T&T government expenditure*	72		
5.03 Effectiveness of marketing and branding	37	13th pillar: Natural resources	
5.04 Comprehensiveness of annual T&T data*	105	13.01 Number of World Heritage natural sites*	75
5.05 Timeliness of providing monthly/quarterly T&T data*	102	13.02 Protected areas*	43
		13.03 Quality of the natural environment	9
6th pillar: Air transport infrastructure		13.04 Total known species*	42
6.01 Quality of air transport infrastructure	55		
6.02 Available seat kilometers, domestic*	78	14th pillar: Cultural resources	
6.03 Available seat kilometers, international*	105	14.01 Number of World Heritage cultural sites*	104
6.04 Departures per 1,000 population*	67	14.02 Sports stadiums*	88
6.05 Airport density*	16	14.03 Number of international fairs and exhibitions*	112
6.06 Number of operating airlines*	129	14.04 Creative industries exports*	89
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		

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

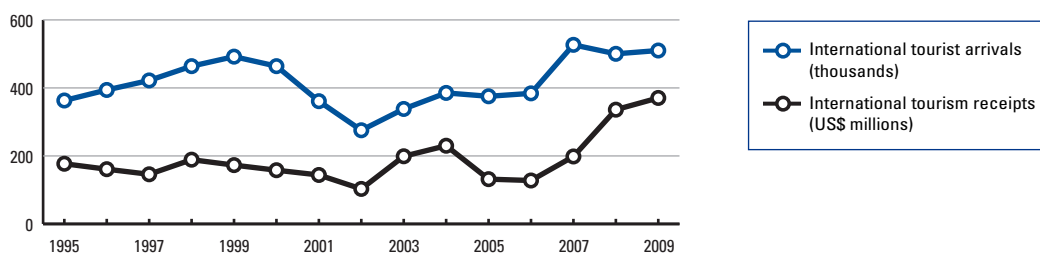
Population (millions), 2009.....	29.3
Surface area (1,000 square kilometers).....	147.2
Gross domestic product (US\$ billions), 2009.....	12.9
Gross domestic product (PPP, US\$) per capita, 2009.....	1,215.3
Real GDP growth (percent), 2009.....	4.9
Environmental Performance Index, 2010 (out of 163 economies).....	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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....135	8.01	Hotel rooms*126
1.02	Property rights125	8.02	Presence of major car rental companies*125
1.03	Business impact of rules on FDI110	8.03	ATMs accepting Visa cards*107
1.04	Visa requirements* 10	9th pillar: ICT infrastructure	
1.05	Openness of bilateral Air Service Agreements*128	9.01	Extent of business Internet use124
1.06	Transparency of government policymaking98	9.02	Internet users*129
1.07	Time required to start a business*99	9.03	Telephone lines*113
1.08	Cost to start a business*114	9.04	Broadband Internet subscribers*120
1.09	GATS commitments* 43	9.05	Mobile telephone subscribers*136
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation133	10.01	Ticket taxes and airport charges* 35
2.02	Enforcement of environmental regulation133	10.02	Purchasing power parity* 7
2.03	Sustainability of T&T industry development92	10.03	Extent and effect of taxation70
2.04	Carbon dioxide emissions* 11	10.04	Fuel price levels*72
2.05	Particulate matter concentration*66	10.05	Hotel price index* 2
2.06	Threatened species*96	11th pillar: Human resources	
2.07	Environmental treaty ratification*108	11.01	Primary education enrollment*125
3rd pillar: Safety and security		11.02	Secondary education enrollment*116
3.01	Business costs of terrorism137	11.03	Quality of the educational system116
3.02	Reliability of police services124	11.04	Local availability of research and training services132
3.03	Business costs of crime and violence130	11.05	Extent of staff training137
3.04	Road traffic accidents*63	11.06	Hiring and firing practices98
4th pillar: Health and hygiene		11.07	Ease of hiring foreign labor131
4.01	Physician density*111	11.08	HIV prevalence*79
4.02	Access to improved sanitation*118	11.09	Business impact of HIV/AIDS115
4.03	Access to improved drinking water*90	11.10	Life expectancy*108
4.04	Hospital beds* 36	12th pillar: Affinity for Travel & Tourism	
5th pillar: Prioritization of Travel & Tourism		12.01	Tourism openness* 47
5.01	Government prioritization of the T&T industry 49	12.02	Attitude of population toward foreign visitors 44
5.02	T&T government expenditure* 36	12.03	Extension of business trips recommended67
5.03	Effectiveness of marketing and branding76	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*105	13.01	Number of World Heritage natural sites* 24
5.05	Timeliness of providing monthly/quarterly T&T data* 12	13.02	Protected areas* 29
6th pillar: Air transport infrastructure		13.03	Quality of the natural environment84
6.01	Quality of air transport infrastructure116	13.04	Total known species* 30
6.02	Available seat kilometers, domestic*61	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*86	14.01	Number of World Heritage cultural sites*89
6.04	Departures per 1,000 population*113	14.02	Sports stadiums*129
6.05	Airport density*64	14.03	Number of international fairs and exhibitions*95
6.06	Number of operating airlines*72	14.04	Creative industries exports*70
6.07	International air transport network123	7th pillar: Ground transport infrastructure	
7.01	Quality of roads130	7.01	Quality of roads130
7.02	Quality of railroad infrastructure112	7.02	Quality of railroad infrastructure112
7.03	Quality of port infrastructure125	7.03	Quality of port infrastructure125
7.04	Quality of ground transport network108	7.04	Quality of ground transport network108
7.05	Road density*104	7.05	Road density*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.

Netherlands

Key indicators

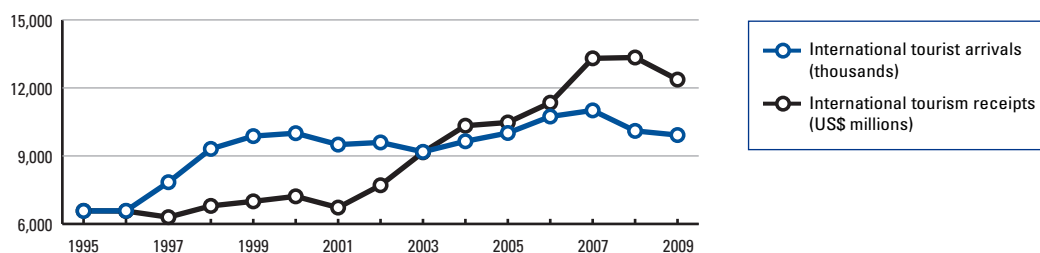
Population (millions), 2009.....	16.5
Surface area (1,000 square kilometers).....	41.5
Gross domestic product (US\$ billions), 2009.....	796.7
Gross domestic product (PPP, US\$) per capita, 2009.....	39,877.2
Real GDP growth (percent), 2009.....	-3.9
Environmental Performance Index, 2010 (out of 163 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), 200912,367.7



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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....27	8.01	Hotel rooms*49
1.02	Property rights15	8.02	Presence of major car rental companies*1
1.03	Business impact of rules on FDI38	8.03	ATMs accepting Visa cards*35
1.04	Visa requirements*42		
1.05	Openness of bilateral Air Service Agreements*21	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking18	9.01	Extent of business Internet use16
1.07	Time required to start a business*28	9.02	Internet users*4
1.08	Cost to start a business*51	9.03	Telephone lines*21
1.09	GATS commitments*65	9.04	Broadband Internet subscribers*2
		9.05	Mobile telephone subscribers*28
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation6	10.01	Ticket taxes and airport charges*109
2.02	Enforcement of environmental regulation9	10.02	Purchasing power parity*128
2.03	Sustainability of T&T industry development34	10.03	Extent and effect of taxation59
2.04	Carbon dioxide emissions*118	10.04	Fuel price levels*132
2.05	Particulate matter concentration*63	10.05	Hotel price index*83
2.06	Threatened species*11		
2.07	Environmental treaty ratification*1	11th pillar: Human resources	
		11.01	Primary education enrollment*15
3rd pillar: Safety and security		11.02	Secondary education enrollment*2
3.01	Business costs of terrorism75	11.03	Quality of the educational system14
3.02	Reliability of police services15	11.04	Local availability of research and training services4
3.03	Business costs of crime and violence59	11.05	Extent of staff training11
3.04	Road traffic accidents*3	11.06	Hiring and firing practices113
		11.07	Ease of hiring foreign labor26
4th pillar: Health and hygiene		11.08	HIV prevalence*56
4.01	Physician density*7	11.09	Business impact of HIV/AIDS34
4.02	Access to improved sanitation*1	11.10	Life expectancy*15
4.03	Access to improved drinking water*1		
4.04	Hospital beds*37	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness*82
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors71
5.01	Government prioritization of the T&T industry81	12.03	Extension of business trips recommended88
5.02	T&T government expenditure*101		
5.03	Effectiveness of marketing and branding39	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*58	13.01	Number of World Heritage natural sites*43
5.05	Timeliness of providing monthly/quarterly T&T data*66	13.02	Protected areas*39
		13.03	Quality of the natural environment34
6th pillar: Air transport infrastructure		13.04	Total known species*108
6.01	Quality of air transport infrastructure8		
6.02	Available seat kilometers, domestic*96	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*15	14.01	Number of World Heritage cultural sites*29
6.04	Departures per 1,000 population*25	14.02	Sports stadiums*42
6.05	Airport density*107	14.03	Number of international fairs and exhibitions*11
6.06	Number of operating airlines*12	14.04	Creative industries exports*8
6.07	International air transport network8		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads27		
7.02	Quality of railroad infrastructure9		
7.03	Quality of port infrastructure3		
7.04	Quality of ground transport network18		
7.05	Road density*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.

New Zealand

Key indicators

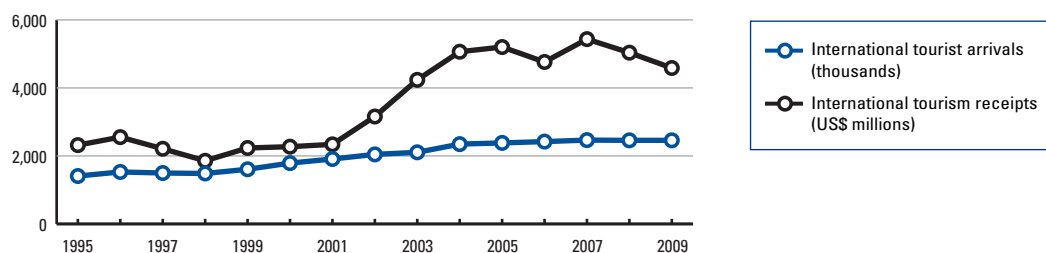
Population (millions), 2009.....	4.3
Surface area (1,000 square kilometers).....	267.7
Gross domestic product (US\$ billions), 2009.....	117.8
Gross domestic product (PPP, US\$) per capita, 2009.....	26,670.0
Real GDP growth (percent), 2009.....	-1.6
Environmental Performance Index, 2010 (out of 163 economies).....	15

Travel & Tourism indicators

		Percent of total	2011-2020 annual growth (% forecast)
T&T industry, 2010 estimates			
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), 20094,585.8



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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01 Prevalence of foreign ownership.....	8	8.01 Hotel rooms*	41
1.02 Property rights	18	8.02 Presence of major car rental companies*	40
1.03 Business impact of rules on FDI	55	8.03 ATMs accepting Visa cards*	34
1.04 Visa requirements*	82		
1.05 Openness of bilateral Air Service Agreements*	27	9th pillar: ICT infrastructure	
1.06 Transparency of government policymaking	3	9.01 Extent of business Internet use	14
1.07 Time required to start a business*	1	9.02 Internet users*	12
1.08 Cost to start a business*	3	9.03 Telephone lines*	22
1.09 GATS commitments*	17	9.04 Broadband Internet subscribers*	23
		9.05 Mobile telephone subscribers*	49
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01 Stringency of environmental regulation	13	10.01 Ticket taxes and airport charges*	94
2.02 Enforcement of environmental regulation	11	10.02 Purchasing power parity*	120
2.03 Sustainability of T&T industry development	5	10.03 Extent and effect of taxation	44
2.04 Carbon dioxide emissions*	101	10.04 Fuel price levels*	66
2.05 Particulate matter concentration*	6	10.05 Hotel price index*	20
2.06 Threatened species*	139		
2.07 Environmental treaty ratification*	10	11th pillar: Human resources	
		11.01 Primary education enrollment*	11
3rd pillar: Safety and security		11.02 Secondary education enrollment*	5
3.01 Business costs of terrorism.....	67	11.03 Quality of the educational system.....	9
3.02 Reliability of police services.....	13	11.04 Local availability of research and training services.....	29
3.03 Business costs of crime and violence	34	11.05 Extent of staff training.....	21
3.04 Road traffic accidents*	24	11.06 Hiring and firing practices.....	83
		11.07 Ease of hiring foreign labor.....	41
4th pillar: Health and hygiene		11.08 HIV prevalence*.....	20
4.01 Physician density*	52	11.09 Business impact of HIV/AIDS.....	10
4.02 Access to improved sanitation*	1	11.10 Life expectancy*.....	7
4.03 Access to improved drinking water*	1		
4.04 Hospital beds*	23	12th pillar: Affinity for Travel & Tourism	
		12.01 Tourism openness*	50
5th pillar: Prioritization of Travel & Tourism		12.02 Attitude of population toward foreign visitors.....	1
5.01 Government prioritization of the T&T industry	3	12.03 Extension of business trips recommended.....	2
5.02 T&T government expenditure*	69		
5.03 Effectiveness of marketing and branding.....	5	13th pillar: Natural resources	
5.04 Comprehensiveness of annual T&T data*	44	13.01 Number of World Heritage natural sites*.....	17
5.05 Timeliness of providing monthly/quarterly T&T data*	12	13.02 Protected areas*.....	26
		13.03 Quality of the natural environment.....	3
6th pillar: Air transport infrastructure		13.04 Total known species*	128
6.01 Quality of air transport infrastructure	11		
6.02 Available seat kilometers, domestic*	29	14th pillar: Cultural resources	
6.03 Available seat kilometers, international*	32	14.01 Number of World Heritage cultural sites*.....	104
6.04 Departures per 1,000 population*	5	14.02 Sports stadiums*.....	12
6.05 Airport density*	5	14.03 Number of international fairs and exhibitions*.....	46
6.06 Number of operating airlines*	84	14.04 Creative industries exports*.....	59
6.07 International air transport network	13		
		7th pillar: Ground transport infrastructure	
7.01 Quality of roads	45	7.01 Quality of roads	45
7.02 Quality of railroad infrastructure	45	7.02 Quality of railroad infrastructure	45
7.03 Quality of port infrastructure	26	7.03 Quality of port infrastructure	26
7.04 Quality of ground transport network	32	7.04 Quality of ground transport network	32
7.05 Road density*	64	7.05 Road density*	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.

Nicaragua

Key indicators

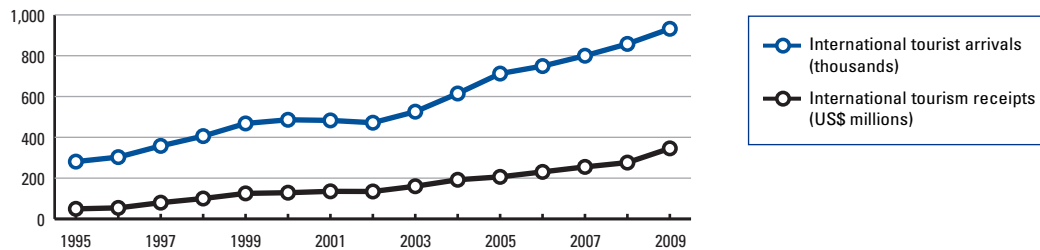
Population (millions), 2009.....	5.7
Surface area (1,000 square kilometers).....	130.4
Gross domestic product (US\$ billions), 2009.....	6.1
Gross domestic product (PPP, US\$) per capita, 2009.....	2,892.0
Real GDP growth (percent), 2009.....	-1.5
Environmental Performance Index, 2010 (out of 163 economies).....	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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....94	8.01	Hotel rooms*95
1.02	Property rights124	8.02	Presence of major car rental companies* 40
1.03	Business impact of rules on FDI106	8.03	ATMs accepting Visa cards*99
1.04	Visa requirements* 22	9th pillar: ICT infrastructure	
1.05	Openness of bilateral Air Service Agreements* 5	9.01	Extent of business Internet use130
1.06	Transparency of government policymaking116	9.02	Internet users*124
1.07	Time required to start a business*113	9.03	Telephone lines*107
1.08	Cost to start a business*128	9.04	Broadband Internet subscribers*97
1.09	GATS commitments*85	9.05	Mobile telephone subscribers*110
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation85	10.01	Ticket taxes and airport charges*68
2.02	Enforcement of environmental regulation91	10.02	Purchasing power parity* 19
2.03	Sustainability of T&T industry development120	10.03	Extent and effect of taxation82
2.04	Carbon dioxide emissions* 32	10.04	Fuel price levels* 46
2.05	Particulate matter concentration* 48	10.05	Hotel price index* 21
2.06	Threatened species* 35	11th pillar: Human resources	
2.07	Environmental treaty ratification*81	11.01	Primary education enrollment*78
3rd pillar: Safety and security		11.02	Secondary education enrollment*101
3.01	Business costs of terrorism118	11.03	Quality of the educational system132
3.02	Reliability of police services101	11.04	Local availability of research and training services119
3.03	Business costs of crime and violence105	11.05	Extent of staff training95
3.04	Road traffic accidents*57	11.06	Hiring and firing practices 47
4th pillar: Health and hygiene		11.07	Ease of hiring foreign labor 20
4.01	Physician density*107	11.08	HIV prevalence*56
4.02	Access to improved sanitation*103	11.09	Business impact of HIV/AIDS98
4.03	Access to improved drinking water*99	11.10	Life expectancy*53
4.04	Hospital beds*112	12th pillar: Affinity for Travel & Tourism	
5th pillar: Prioritization of Travel & Tourism		12.01	Tourism openness* 28
5.01	Government prioritization of the T&T industry120	12.02	Attitude of population toward foreign visitors129
5.02	T&T government expenditure*104	12.03	Extension of business trips recommended128
5.03	Effectiveness of marketing and branding117	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data* 15	13.01	Number of World Heritage natural sites*75
5.05	Timeliness of providing monthly/quarterly T&T data* 46	13.02	Protected areas* 5
6th pillar: Air transport infrastructure		13.03	Quality of the natural environment115
6.01	Quality of air transport infrastructure87	13.04	Total known species* 36
6.02	Available seat kilometers, domestic*91	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*117	14.01	Number of World Heritage cultural sites*73
6.04	Departures per 1,000 population*119	14.02	Sports stadiums*87
6.05	Airport density*66	14.03	Number of international fairs and exhibitions*106
6.06	Number of operating airlines*120	14.04	Creative industries exports*102
6.07	International air transport network91		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads95		
7.02	Quality of railroad infrastructuren/a		
7.03	Quality of port infrastructure126		
7.04	Quality of ground transport network134		
7.05	Road density*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.

Nigeria

Key indicators

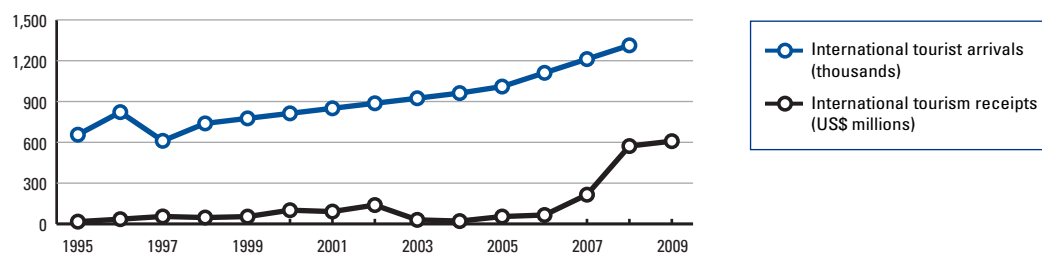
Population (millions), 2009.....	154.7
Surface area (1,000 square kilometers).....	923.8
Gross domestic product (US\$ billions), 2009.....	168.8
Gross domestic product (PPP, US\$) per capita, 2009.....	2,274.1
Real GDP growth (percent), 2009.....	7.0
Environmental Performance Index, 2010 (out of 163 economies).....	153

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (% forecast)
T&T industry, 2010 estimates			
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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....88	8.01	Hotel rooms*134
1.02	Property rights118	8.02	Presence of major car rental companies*80
1.03	Business impact of rules on FDI86	8.03	ATMs accepting Visa cards*105
1.04	Visa requirements*114		
1.05	Openness of bilateral Air Service Agreements*98	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking126	9.01	Extent of business Internet use89
1.07	Time required to start a business*99	9.02	Internet users*76
1.08	Cost to start a business*123	9.03	Telephone lines*129
1.09	GATS commitments* 17	9.04	Broadband Internet subscribers*121
		9.05	Mobile telephone subscribers*116
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation121	10.01	Ticket taxes and airport charges*83
2.02	Enforcement of environmental regulation102	10.02	Purchasing power parity* 49
2.03	Sustainability of T&T industry development97	10.03	Extent and effect of taxation 50
2.04	Carbon dioxide emissions* 28	10.04	Fuel price levels* 18
2.05	Particulate matter concentration*87	10.05	Hotel price index*116
2.06	Threatened species*59		
2.07	Environmental treaty ratification* 16	11th pillar: Human resources	
		11.01	Primary education enrollment*135
3rd pillar: Safety and security		11.02	Secondary education enrollment*127
3.01	Business costs of terrorism121	11.03	Quality of the educational system63
3.02	Reliability of police services125	11.04	Local availability of research and training services90
3.03	Business costs of crime and violence120	11.05	Extent of staff training74
3.04	Road traffic accidents*116	11.06	Hiring and firing practices 8
		11.07	Ease of hiring foreign labor 33
4th pillar: Health and hygiene		11.08	HIV prevalence*126
4.01	Physician density*105	11.09	Business impact of HIV/AIDS118
4.02	Access to improved sanitation*117	11.10	Life expectancy*132
4.03	Access to improved drinking water*127		
4.04	Hospital beds*127	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness*104
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors104
5.01	Government prioritization of the T&T industry119	12.03	Extension of business trips recommended121
5.02	T&T government expenditure*135		
5.03	Effectiveness of marketing and branding101	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*105	13.01	Number of World Heritage natural sites*75
5.05	Timeliness of providing monthly/quarterly T&T data*123	13.02	Protected areas*51
		13.03	Quality of the natural environment98
6th pillar: Air transport infrastructure		13.04	Total known species* 24
6.01	Quality of air transport infrastructure101		
6.02	Available seat kilometers, domestic* 33	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*54	14.01	Number of World Heritage cultural sites*53
6.04	Departures per 1,000 population*116	14.02	Sports stadiums*119
6.05	Airport density*130	14.03	Number of international fairs and exhibitions*74
6.06	Number of operating airlines*61	14.04	Creative industries exports*68
6.07	International air transport network86		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads128		
7.02	Quality of railroad infrastructure104		
7.03	Quality of port infrastructure121		
7.04	Quality of ground transport network122		
7.05	Road density*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.

Norway

Key indicators

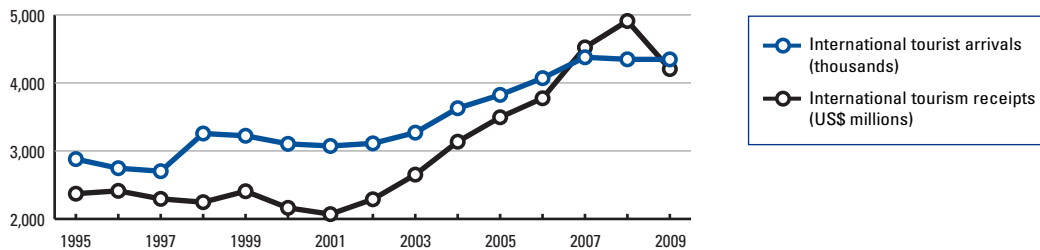
Population (millions), 2009.....	4.8
Surface area (1,000 square kilometers).....	323.8
Gross domestic product (US\$ billions), 2009.....	378.6
Gross domestic product (PPP, US\$) per capita, 2009.....	51,985.3
Real GDP growth (percent), 2009.....	-1.4
Environmental Performance Index, 2010 (out of 163 economies).....	5

Travel & Tourism indicators

		Percent of total	2011-2020 annual growth (% forecast)
T&T industry, 2010 estimates			
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), 20094,204.0



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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....24	8.01	Hotel rooms*17
1.02	Property rights9	8.02	Presence of major car rental companies*40
1.03	Business impact of rules on FDI83	8.03	ATMs accepting Visa cards*39
1.04	Visa requirements*42		
1.05	Openness of bilateral Air Service Agreements*73	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking12	9.01	Extent of business Internet use12
1.07	Time required to start a business*21	9.02	Internet users*2
1.08	Cost to start a business*20	9.03	Telephone lines*30
1.09	GATS commitments*17	9.04	Broadband Internet subscribers*4
		9.05	Mobile telephone subscribers*48
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation7	10.01	Ticket taxes and airport charges*45
2.02	Enforcement of environmental regulation10	10.02	Purchasing power parity*137
2.03	Sustainability of T&T industry development53	10.03	Extent and effect of taxation64
2.04	Carbon dioxide emissions*108	10.04	Fuel price levels*129
2.05	Particulate matter concentration*9	10.05	Hotel price index*85
2.06	Threatened species*26		
2.07	Environmental treaty ratification*10	11th pillar: Human resources	
		11.01	Primary education enrollment*18
3rd pillar: Safety and security		11.02	Secondary education enrollment*8
3.01	Business costs of terrorism25	11.03	Quality of the educational system19
3.02	Reliability of police services8	11.04	Local availability of research and training services14
3.03	Business costs of crime and violence14	11.05	Extent of staff training3
3.04	Road traffic accidents*6	11.06	Hiring and firing practices123
		11.07	Ease of hiring foreign labor65
4th pillar: Health and hygiene		11.08	HIV prevalence*20
4.01	Physician density*8	11.09	Business impact of HIV/AIDS1
4.02	Access to improved sanitation*1	11.10	Life expectancy*7
4.03	Access to improved drinking water*1		
4.04	Hospital beds*44	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness*78
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors34
5.01	Government prioritization of the T&T industry86	12.03	Extension of business trips recommended110
5.02	T&T government expenditure*28		
5.03	Effectiveness of marketing and branding70	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*12	13.01	Number of World Heritage natural sites*43
5.05	Timeliness of providing monthly/quarterly T&T data*66	13.02	Protected areas*61
		13.03	Quality of the natural environment7
6th pillar: Air transport infrastructure		13.04	Total known species*116
6.01	Quality of air transport infrastructure10		
6.02	Available seat kilometers, domestic*27	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*48	14.01	Number of World Heritage cultural sites*44
6.04	Departures per 1,000 population*3	14.02	Sports stadiums*13
6.05	Airport density*3	14.03	Number of international fairs and exhibitions*27
6.06	Number of operating airlines*37	14.04	Creative industries exports*51
6.07	International air transport network38		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads79		
7.02	Quality of railroad infrastructure50		
7.03	Quality of port infrastructure15		
7.04	Quality of ground transport network38		
7.05	Road density*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.

Oman

Key indicators

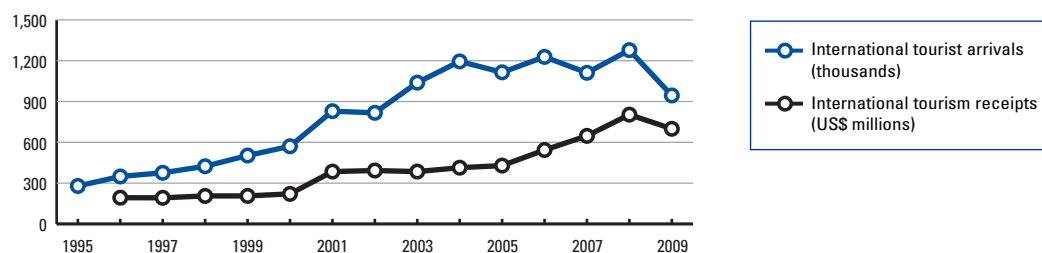
Population (millions), 2009.....	2.8
Surface area (1,000 square kilometers).....	309.5
Gross domestic product (US\$ billions), 2009.....	46.1
Gross domestic product (PPP, US\$) per capita, 2009.....	25,635.2
Real GDP growth (percent), 2009.....	3.6
Environmental Performance Index, 2010 (out of 163 economies).....	131

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (% forecast)
T&T industry, 2010 estimates			
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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....87	8.01	Hotel rooms*66
1.02	Property rights 24	8.02	Presence of major car rental companies* 1
1.03	Business impact of rules on FDI54	8.03	ATMs accepting Visa cards*64
1.04	Visa requirements*97		
1.05	Openness of bilateral Air Service Agreements*101	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking 32	9.01	Extent of business Internet use 42
1.07	Time required to start a business* 46	9.02	Internet users* 42
1.08	Cost to start a business* 35	9.03	Telephone lines*92
1.09	GATS commitments* 43	9.04	Broadband Internet subscribers*90
		9.05	Mobile telephone subscribers* 17
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation 15	10.01	Ticket taxes and airport charges* 14
2.02	Enforcement of environmental regulation 17	10.02	Purchasing power parity*109
2.03	Sustainability of T&T industry development 8	10.03	Extent and effect of taxation 4
2.04	Carbon dioxide emissions*124	10.04	Fuel price levels* 7
2.05	Particulate matter concentration*127	10.05	Hotel price index*99
2.06	Threatened species*69		
2.07	Environmental treaty ratification* 46	11th pillar: Human resources	
		11.01	Primary education enrollment*132
3rd pillar: Safety and security		11.02	Secondary education enrollment*68
3.01	Business costs of terrorism 11	11.03	Quality of the educational system 43
3.02	Reliability of police services 20	11.04	Local availability of research and training services85
3.03	Business costs of crime and violence 2	11.05	Extent of staff training 45
3.04	Road traffic accidents*87	11.06	Hiring and firing practices 39
		11.07	Ease of hiring foreign labor90
4th pillar: Health and hygiene		11.08	HIV prevalence* 20
4.01	Physician density*62	11.09	Business impact of HIV/AIDS60
4.02	Access to improved sanitation*72	11.10	Life expectancy*53
4.03	Access to improved drinking water*90		
4.04	Hospital beds*82	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness*95
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors76
5.01	Government prioritization of the T&T industry 22	12.03	Extension of business trips recommended 49
5.02	T&T government expenditure*122		
5.03	Effectiveness of marketing and branding 22	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*115	13.01	Number of World Heritage natural sites* 43
5.05	Timeliness of providing monthly/quarterly T&T data*123	13.02	Protected areas*69
		13.03	Quality of the natural environment 13
6th pillar: Air transport infrastructure		13.04	Total known species*92
6.01	Quality of air transport infrastructure 41		
6.02	Available seat kilometers, domestic*51	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*70	14.01	Number of World Heritage cultural sites*53
6.04	Departures per 1,000 population* 31	14.02	Sports stadiums*52
6.05	Airport density* 43	14.03	Number of international fairs and exhibitions*106
6.06	Number of operating airlines*65	14.04	Creative industries exports*87
6.07	International air transport network56		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads 10		
7.02	Quality of railroad infrastructuren/a		
7.03	Quality of port infrastructure 33		
7.04	Quality of ground transport network 42		
7.05	Road density*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.

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

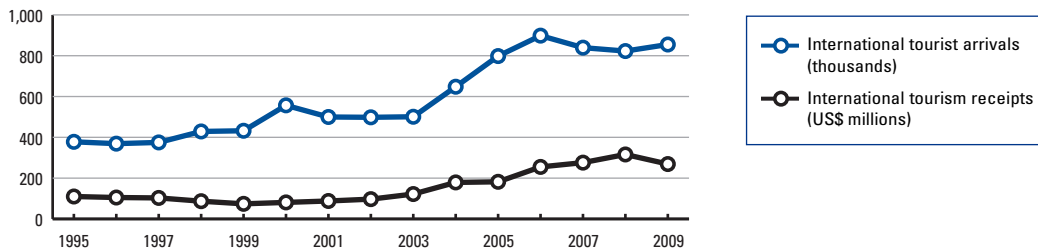
Travel & Tourism indicators

T&T industry, 2010 estimates	Percent of total	2011–2020 annual growth (% forecast)	
GDP (US\$ millions).....	3,370	2.0	5.5
Employment (1,000 jobs).....	869	1.6	2.7

T&T economy, 2010 estimates	Percent of total	2011–2020 annual growth (% forecast)	
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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....109	8.01	Hotel rooms*131
1.02	Property rights107	8.02	Presence of major car rental companies*95
1.03	Business impact of rules on FDI73	8.03	ATMs accepting Visa cards*118
1.04	Visa requirements*129		
1.05	Openness of bilateral Air Service Agreements*67	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking115	9.01	Extent of business Internet use103
1.07	Time required to start a business*82	9.02	Internet users*99
1.08	Cost to start a business*69	9.03	Telephone lines*117
1.09	GATS commitments*109	9.04	Broadband Internet subscribers*109
		9.05	Mobile telephone subscribers*114
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation123	10.01	Ticket taxes and airport charges*61
2.02	Enforcement of environmental regulation120	10.02	Purchasing power parity*8
2.03	Sustainability of T&T industry development130	10.03	Extent and effect of taxation46
2.04	Carbon dioxide emissions*34	10.04	Fuel price levels*41
2.05	Particulate matter concentration*132	10.05	Hotel price index*18
2.06	Threatened species*89		
2.07	Environmental treaty ratification*46	11th pillar: Human resources	
3rd pillar: Safety and security		11.01	Primary education enrollment*133
3.01	Business costs of terrorism138	11.02	Secondary education enrollment*125
3.02	Reliability of police services119	11.03	Quality of the educational system87
3.03	Business costs of crime and violence126	11.04	Local availability of research and training services97
3.04	Road traffic accidents*99	11.05	Extent of staff training115
4th pillar: Health and hygiene		11.06	Hiring and firing practices51
4.01	Physician density*94	11.07	Ease of hiring foreign labor73
4.02	Access to improved sanitation*112	11.08	HIV prevalence*20
4.03	Access to improved drinking water*82	11.09	Business impact of HIV/AIDS102
4.04	Hospital beds*122	11.10	Life expectancy*108
5th pillar: Prioritization of Travel & Tourism		12th pillar: Affinity for Travel & Tourism	
5.01	Government prioritization of the T&T industry134	12.01	Tourism openness*136
5.02	T&T government expenditure*109	12.02	Attitude of population toward foreign visitors135
5.03	Effectiveness of marketing and branding128	12.03	Extension of business trips recommended134
5.04	Comprehensiveness of annual T&T data*83		
5.05	Timeliness of providing monthly/quarterly T&T data*72	13th pillar: Natural resources	
6th pillar: Air transport infrastructure		13.01	Number of World Heritage natural sites*75
6.01	Quality of air transport infrastructure81	13.02	Protected areas*63
6.02	Available seat kilometers, domestic*31	13.03	Quality of the natural environment114
6.03	Available seat kilometers, international*47	13.04	Total known species*43
6.04	Departures per 1,000 population*110		
6.05	Airport density*121	14th pillar: Cultural resources	
6.06	Number of operating airlines*69	14.01	Number of World Heritage cultural sites*29
6.07	International air transport network88	14.02	Sports stadiums*120
7th pillar: Ground transport infrastructure		14.03	Number of international fairs and exhibitions*88
7.01	Quality of roads72	14.04	Creative industries exports*33
7.02	Quality of railroad infrastructure55		
7.03	Quality of port infrastructure73		
7.04	Quality of ground transport network92		
7.05	Road density*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.

Panama

Key indicators

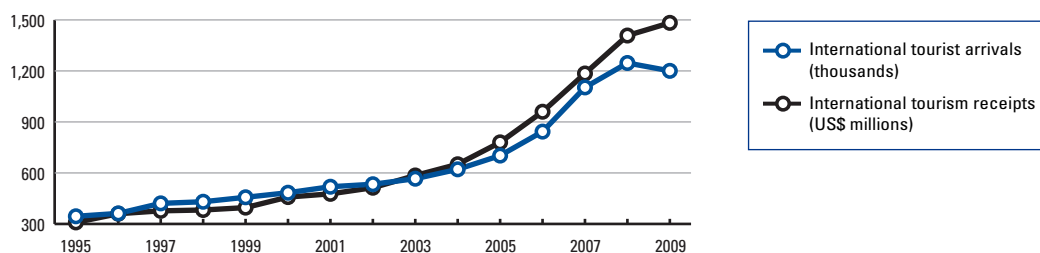
Population (millions), 2009.....	3.5
Surface area (1,000 square kilometers)	75.4
Gross domestic product (US\$ billions), 2009	24.9
Gross domestic product (PPP, US\$) per capita, 2009	11,776.0
Real GDP growth (percent), 2009.....	3.0
Environmental Performance Index, 2010 (out of 163 economies).....	24

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (%, forecast)
T&T industry, 2010 estimates			
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), 20091,482.7



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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership..... 15	8.01	Hotel rooms*58
1.02	Property rights51	8.02	Presence of major car rental companies* 40
1.03	Business impact of rules on FDI 11	8.03	ATMs accepting Visa cards*73
1.04	Visa requirements* 42	9th pillar: ICT infrastructure	
1.05	Openness of bilateral Air Service Agreements* 11	9.01	Extent of business Internet use57
1.06	Transparency of government policymaking52	9.02	Internet users*78
1.07	Time required to start a business* 35	9.03	Telephone lines*81
1.08	Cost to start a business*67	9.04	Broadband Internet subscribers*62
1.09	GATS commitments*79	9.05	Mobile telephone subscribers* 8
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation68	10.01	Ticket taxes and airport charges* 23
2.02	Enforcement of environmental regulation72	10.02	Purchasing power parity*64
2.03	Sustainability of T&T industry development 38	10.03	Extent and effect of taxation 43
2.04	Carbon dioxide emissions*58	10.04	Fuel price levels* 22
2.05	Particulate matter concentration*68	10.05	Hotel price index*79
2.06	Threatened species*91	11th pillar: Human resources	
2.07	Environmental treaty ratification* 16	11.01	Primary education enrollment* 26
3rd pillar: Safety and security		11.02	Secondary education enrollment*99
3.01	Business costs of terrorism77	11.03	Quality of the educational system128
3.02	Reliability of police services82	11.04	Local availability of research and training services62
3.03	Business costs of crime and violence112	11.05	Extent of staff training 50
3.04	Road traffic accidents* 40	11.06	Hiring and firing practices117
4th pillar: Health and hygiene		11.07	Ease of hiring foreign labor119
4.01	Physician density*69	11.08	HIV prevalence*103
4.02	Access to improved sanitation*91	11.09	Business impact of HIV/AIDS81
4.03	Access to improved drinking water*76	11.10	Life expectancy* 38
4.04	Hospital beds*76	12th pillar: Affinity for Travel & Tourism	
5th pillar: Prioritization of Travel & Tourism		12.01	Tourism openness* 40
5.01	Government prioritization of the T&T industry 37	12.02	Attitude of population toward foreign visitors108
5.02	T&T government expenditure* 39	12.03	Extension of business trips recommended 31
5.03	Effectiveness of marketing and branding 21	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data* 28	13.01	Number of World Heritage natural sites* 17
5.05	Timeliness of providing monthly/quarterly T&T data* 12	13.02	Protected areas*58
6th pillar: Air transport infrastructure		13.03	Quality of the natural environment64
6.01	Quality of air transport infrastructure 24	13.04	Total known species* 18
6.02	Available seat kilometers, domestic*65	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*55	14.01	Number of World Heritage cultural sites*89
6.04	Departures per 1,000 population* 34	14.02	Sports stadiums*85
6.05	Airport density* 6	14.03	Number of international fairs and exhibitions*64
6.06	Number of operating airlines*86	14.04	Creative industries exports*107
6.07	International air transport network 11		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads59		
7.02	Quality of railroad infrastructure58		
7.03	Quality of port infrastructure 11		
7.04	Quality of ground transport network126		
7.05	Road density*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.

Paraguay

Key indicators

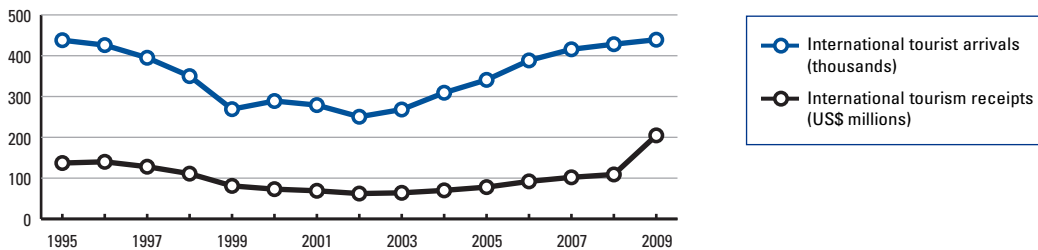
Population (millions), 2009.....	6.3
Surface area (1,000 square kilometers).....	406.8
Gross domestic product (US\$ billions), 2009.....	14.2
Gross domestic product (PPP, US\$) per capita, 2009.....	4,559.9
Real GDP growth (percent), 2009.....	-3.8
Environmental Performance Index, 2010 (out of 163 economies).....	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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....105	8.01	Hotel rooms*106
1.02	Property rights129	8.02	Presence of major car rental companies*95
1.03	Business impact of rules on FDI119	8.03	ATMs accepting Visa cards*87
1.04	Visa requirements*85		
1.05	Openness of bilateral Air Service Agreements* 37	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking108	9.01	Extent of business Internet use125
1.07	Time required to start a business*107	9.02	Internet users*91
1.08	Cost to start a business*119	9.03	Telephone lines*106
1.09	GATS commitments* 27	9.04	Broadband Internet subscribers*83
		9.05	Mobile telephone subscribers*78
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation110	10.01	Ticket taxes and airport charges*86
2.02	Enforcement of environmental regulation127	10.02	Purchasing power parity*53
2.03	Sustainability of T&T industry development134	10.03	Extent and effect of taxation 23
2.04	Carbon dioxide emissions* 29	10.04	Fuel price levels*78
2.05	Particulate matter concentration*116	10.05	Hotel price index*53
2.06	Threatened species*53		
2.07	Environmental treaty ratification*94	11th pillar: Human resources	
		11.01	Primary education enrollment*108
3rd pillar: Safety and security		11.02	Secondary education enrollment*103
3.01	Business costs of terrorism108	11.03	Quality of the educational system137
3.02	Reliability of police services136	11.04	Local availability of research and training services130
3.03	Business costs of crime and violence121	11.05	Extent of staff training123
3.04	Road traffic accidents*82	11.06	Hiring and firing practices103
		11.07	Ease of hiring foreign labor 28
4th pillar: Health and hygiene		11.08	HIV prevalence*68
4.01	Physician density*87	11.09	Business impact of HIV/AIDS91
4.02	Access to improved sanitation*90	11.10	Life expectancy*53
4.03	Access to improved drinking water*95		
4.04	Hospital beds*100	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness*128
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors121
5.01	Government prioritization of the T&T industry135	12.03	Extension of business trips recommended136
5.02	T&T government expenditure* 16		
5.03	Effectiveness of marketing and branding129	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data* 44	13.01	Number of World Heritage natural sites*75
5.05	Timeliness of providing monthly/quarterly T&T data* 12	13.02	Protected areas*92
		13.03	Quality of the natural environment121
6th pillar: Air transport infrastructure		13.04	Total known species* 37
6.01	Quality of air transport infrastructure137		
6.02	Available seat kilometers, domestic*81	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*120	14.01	Number of World Heritage cultural sites*104
6.04	Departures per 1,000 population*79	14.02	Sports stadiums*65
6.05	Airport density*103	14.03	Number of international fairs and exhibitions*74
6.06	Number of operating airlines*124	14.04	Creative industries exports*95
6.07	International air transport network136		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads133		
7.02	Quality of railroad infrastructure115		
7.03	Quality of port infrastructure109		
7.04	Quality of ground transport network136		
7.05	Road density*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.

Peru

Key indicators

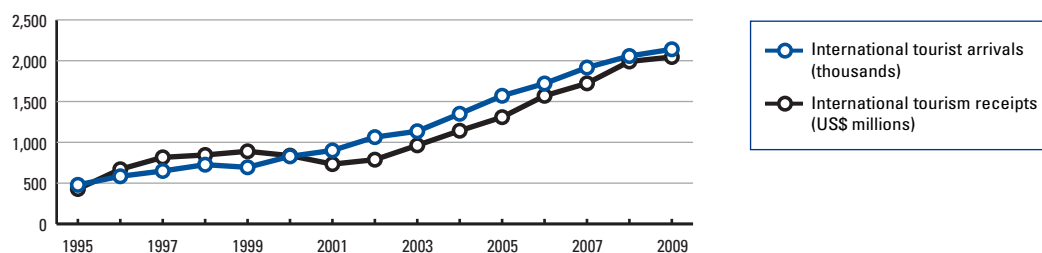
Population (millions), 2009.....	29.2
Surface area (1,000 square kilometers)	1,285.2
Gross domestic product (US\$ billions), 2009	126.8
Gross domestic product (PPP, US\$) per capita, 2009	8,626.2
Real GDP growth (percent), 2009.....	0.9
Environmental Performance Index, 2010 (out of 163 economies).....	31

Travel & Tourism indicators

	Percent of total	2011–2020 annual growth (% forecast)
T&T industry, 2010 estimates		
GDP (US\$ millions)	3,756	2.8
Employment (1,000 jobs).....	364	2.7
T&T economy, 2010 estimates		
GDP (US\$ millions)	9,819	7.4
Employment (1,000 jobs).....	911	6.8

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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01 Prevalence of foreign ownership.....	21	8.01 Hotel rooms*	47
1.02 Property rights	92	8.02 Presence of major car rental companies*	1
1.03 Business impact of rules on FDI	17	8.03 ATMs accepting Visa cards*	82
1.04 Visa requirements*	12		
1.05 Openness of bilateral Air Service Agreements*	7	9th pillar: ICT infrastructure	
1.06 Transparency of government policymaking	59	9.01 Extent of business Internet use	96
1.07 Time required to start a business*	90	9.02 Internet users*	70
1.08 Cost to start a business*	77	9.03 Telephone lines*	93
1.09 GATS commitments*	112	9.04 Broadband Internet subscribers*	80
		9.05 Mobile telephone subscribers*	83
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01 Stringency of environmental regulation	80	10.01 Ticket taxes and airport charges*	110
2.02 Enforcement of environmental regulation	106	10.02 Purchasing power parity*	46
2.03 Sustainability of T&T industry development	49	10.03 Extent and effect of taxation	47
2.04 Carbon dioxide emissions*	50	10.04 Fuel price levels*	113
2.05 Particulate matter concentration*	97	10.05 Hotel price index*	56
2.06 Threatened species*	119		
2.07 Environmental treaty ratification*	46	11th pillar: Human resources	
		11.01 Primary education enrollment*	62
3rd pillar: Safety and security		11.02 Secondary education enrollment*	64
3.01 Business costs of terrorism.....	115	11.03 Quality of the educational system	124
3.02 Reliability of police services.....	118	11.04 Local availability of research and training services	73
3.03 Business costs of crime and violence	119	11.05 Extent of staff training.....	78
3.04 Road traffic accidents*	88	11.06 Hiring and firing practices	102
		11.07 Ease of hiring foreign labor.....	45
4th pillar: Health and hygiene		11.08 HIV prevalence*	79
4.01 Physician density*	67	11.09 Business impact of HIV/AIDS	65
4.02 Access to improved sanitation*	93	11.10 Life expectancy*	38
4.03 Access to improved drinking water*	103		
4.04 Hospital beds*	96	12th pillar: Affinity for Travel & Tourism	
		12.01 Tourism openness*	110
5th pillar: Prioritization of Travel & Tourism		12.02 Attitude of population toward foreign visitors	84
5.01 Government prioritization of the T&T industry	59	12.03 Extension of business trips recommended	28
5.02 T&T government expenditure*	86		
5.03 Effectiveness of marketing and branding	33	13th pillar: Natural resources	
5.04 Comprehensiveness of annual T&T data*	1	13.01 Number of World Heritage natural sites*	10
5.05 Timeliness of providing monthly/quarterly T&T data*	72	13.02 Protected areas*	50
		13.03 Quality of the natural environment	119
6th pillar: Air transport infrastructure		13.04 Total known species*	3
6.01 Quality of air transport infrastructure	78		
6.02 Available seat kilometers, domestic*	32	14th pillar: Cultural resources	
6.03 Available seat kilometers, international*	46	14.01 Number of World Heritage cultural sites*	18
6.04 Departures per 1,000 population*	70	14.02 Sports stadiums*	64
6.05 Airport density*	69	14.03 Number of international fairs and exhibitions*	45
6.06 Number of operating airlines*	76	14.04 Creative industries exports*	61
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		

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.

Philippines

Key indicators

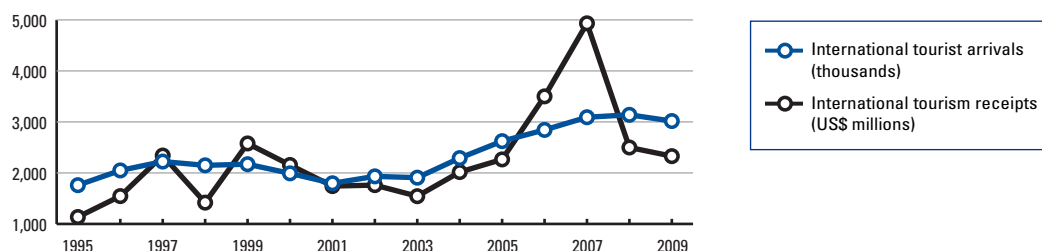
Population (millions), 2009.....	92.0
Surface area (1,000 square kilometers).....	300.0
Gross domestic product (US\$ billions), 2009.....	161.2
Gross domestic product (PPP, US\$) per capita, 2009.....	3,515.9
Real GDP growth (percent), 2009.....	1.1
Environmental Performance Index, 2010 (out of 163 economies).....	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), 20092,329.0



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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....104	8.01	Hotel rooms*132
1.02	Property rights99	8.02	Presence of major car rental companies*64
1.03	Business impact of rules on FDI98	8.03	ATMs accepting Visa cards*102
1.04	Visa requirements* 3	9th pillar: ICT infrastructure	
1.05	Openness of bilateral Air Service Agreements* 29	9.01	Extent of business Internet use93
1.06	Transparency of government policymaking123	9.02	Internet users*106
1.07	Time required to start a business*111	9.03	Telephone lines*102
1.08	Cost to start a business*101	9.04	Broadband Internet subscribers*85
1.09	GATS commitments*52	9.05	Mobile telephone subscribers*62
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation105	10.01	Ticket taxes and airport charges* 20
2.02	Enforcement of environmental regulation117	10.02	Purchasing power parity* 37
2.03	Sustainability of T&T industry development103	10.03	Extent and effect of taxation77
2.04	Carbon dioxide emissions* 31	10.04	Fuel price levels*53
2.05	Particulate matter concentration* 37	10.05	Hotel price index* 15
2.06	Threatened species*135	11th pillar: Human resources	
2.07	Environmental treaty ratification* 30	11.01	Primary education enrollment*80
3rd pillar: Safety and security		11.02	Secondary education enrollment*83
3.01	Business costs of terrorism126	11.03	Quality of the educational system69
3.02	Reliability of police services105	11.04	Local availability of research and training services77
3.03	Business costs of crime and violence104	11.05	Extent of staff training 46
3.04	Road traffic accidents*84	11.06	Hiring and firing practices116
4th pillar: Health and hygiene		11.07	Ease of hiring foreign labor117
4.01	Physician density*84	11.08	HIV prevalence* 1
4.02	Access to improved sanitation*85	11.09	Business impact of HIV/AIDS83
4.03	Access to improved drinking water*80	11.10	Life expectancy*87
4.04	Hospital beds*127	12th pillar: Affinity for Travel & Tourism	
5th pillar: Prioritization of Travel & Tourism		12.01	Tourism openness*102
5.01	Government prioritization of the T&T industry70	12.02	Attitude of population toward foreign visitors 40
5.02	T&T government expenditure*63	12.03	Extension of business trips recommended 40
5.03	Effectiveness of marketing and branding99	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*55	13.01	Number of World Heritage natural sites* 24
5.05	Timeliness of providing monthly/quarterly T&T data*66	13.02	Protected areas*112
6th pillar: Air transport infrastructure		13.03	Quality of the natural environment93
6.01	Quality of air transport infrastructure112	13.04	Total known species* 40
6.02	Available seat kilometers, domestic* 21	14th pillar: Cultural resources	
6.03	Available seat kilometers, international* 30	14.01	Number of World Heritage cultural sites*53
6.04	Departures per 1,000 population*97	14.02	Sports stadiums*123
6.05	Airport density*87	14.03	Number of international fairs and exhibitions* 47
6.06	Number of operating airlines*52	14.04	Creative industries exports* 47
6.07	International air transport network83		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads114		
7.02	Quality of railroad infrastructure97		
7.03	Quality of port infrastructure131		
7.04	Quality of ground transport network131		
7.05	Road density* 47		

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.

Poland

Key indicators

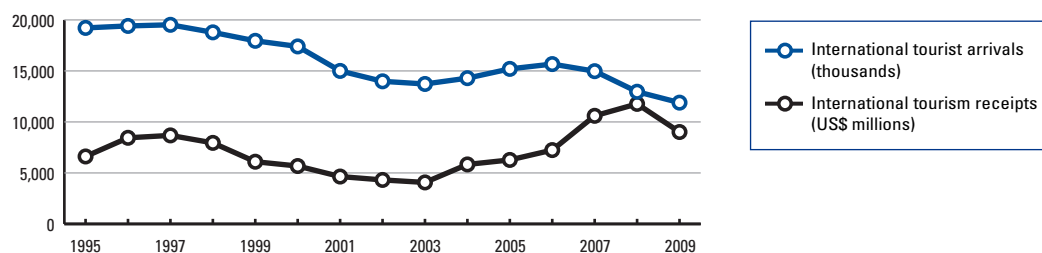
Population (millions), 2009.....	38.1
Surface area (1,000 square kilometers).....	312.7
Gross domestic product (US\$ billions), 2009.....	430.7
Gross domestic product (PPP, US\$) per capita, 2009.....	18,050.2
Real GDP growth (percent), 2009.....	1.7
Environmental Performance Index, 2010 (out of 163 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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....62	8.01	Hotel rooms*77
1.02	Property rights59	8.02	Presence of major car rental companies*1
1.03	Business impact of rules on FDI94	8.03	ATMs accepting Visa cards*44
1.04	Visa requirements*42	9th pillar: ICT infrastructure	
1.05	Openness of bilateral Air Service Agreements*12	9.01	Extent of business Internet use50
1.06	Transparency of government policymaking113	9.02	Internet users*35
1.07	Time required to start a business*102	9.03	Telephone lines*50
1.08	Cost to start a business*87	9.04	Broadband Internet subscribers*42
1.09	GATS commitments*55	9.05	Mobile telephone subscribers*41
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation46	10.01	Ticket taxes and airport charges*47
2.02	Enforcement of environmental regulation47	10.02	Purchasing power parity*76
2.03	Sustainability of T&T industry development112	10.03	Extent and effect of taxation107
2.04	Carbon dioxide emissions*104	10.04	Fuel price levels*114
2.05	Particulate matter concentration*76	10.05	Hotel price index*26
2.06	Threatened species*30	11th pillar: Human resources	
2.07	Environmental treaty ratification*1	11.01	Primary education enrollment*54
3rd pillar: Safety and security		11.02	Secondary education enrollment*28
3.01	Business costs of terrorism59	11.03	Quality of the educational system62
3.02	Reliability of police services60	11.04	Local availability of research and training services22
3.03	Business costs of crime and violence50	11.05	Extent of staff training52
3.04	Road traffic accidents*59	11.06	Hiring and firing practices108
4th pillar: Health and hygiene		11.07	Ease of hiring foreign labor102
4.01	Physician density*55	11.08	HIV prevalence*20
4.02	Access to improved sanitation*66	11.09	Business impact of HIV/AIDS24
4.03	Access to improved drinking water*1	11.10	Life expectancy*38
4.04	Hospital beds*34	12th pillar: Affinity for Travel & Tourism	
5th pillar: Prioritization of Travel & Tourism		12.01	Tourism openness*87
5.01	Government prioritization of the T&T industry128	12.02	Attitude of population toward foreign visitors134
5.02	T&T government expenditure*89	12.03	Extension of business trips recommended125
5.03	Effectiveness of marketing and branding107	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*12	13.01	Number of World Heritage natural sites*43
5.05	Timeliness of providing monthly/quarterly T&T data*72	13.02	Protected areas*22
6th pillar: Air transport infrastructure		13.03	Quality of the natural environment67
6.01	Quality of air transport infrastructure108	13.04	Total known species*96
6.02	Available seat kilometers, domestic*52	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*45	14.01	Number of World Heritage cultural sites*19
6.04	Departures per 1,000 population*69	14.02	Sports stadiums*54
6.05	Airport density*110	14.03	Number of international fairs and exhibitions*28
6.06	Number of operating airlines*36	14.04	Creative industries exports*17
6.07	International air transport network99		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads131		
7.02	Quality of railroad infrastructure62		
7.03	Quality of port infrastructure114		
7.04	Quality of ground transport network96		
7.05	Road density*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.

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

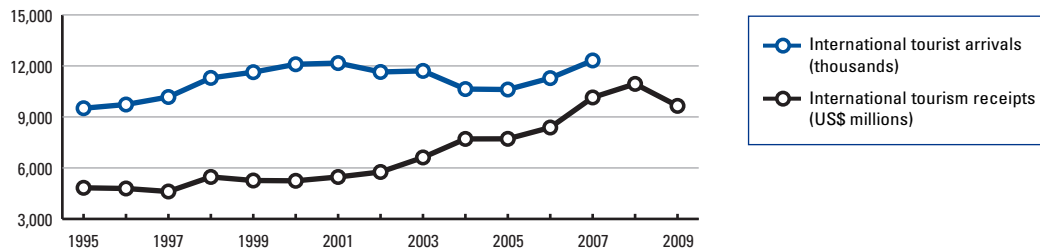
Travel & Tourism indicators

T&T industry, 2010 estimates		Percent of total	2011-2020 annual growth (% forecast)
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

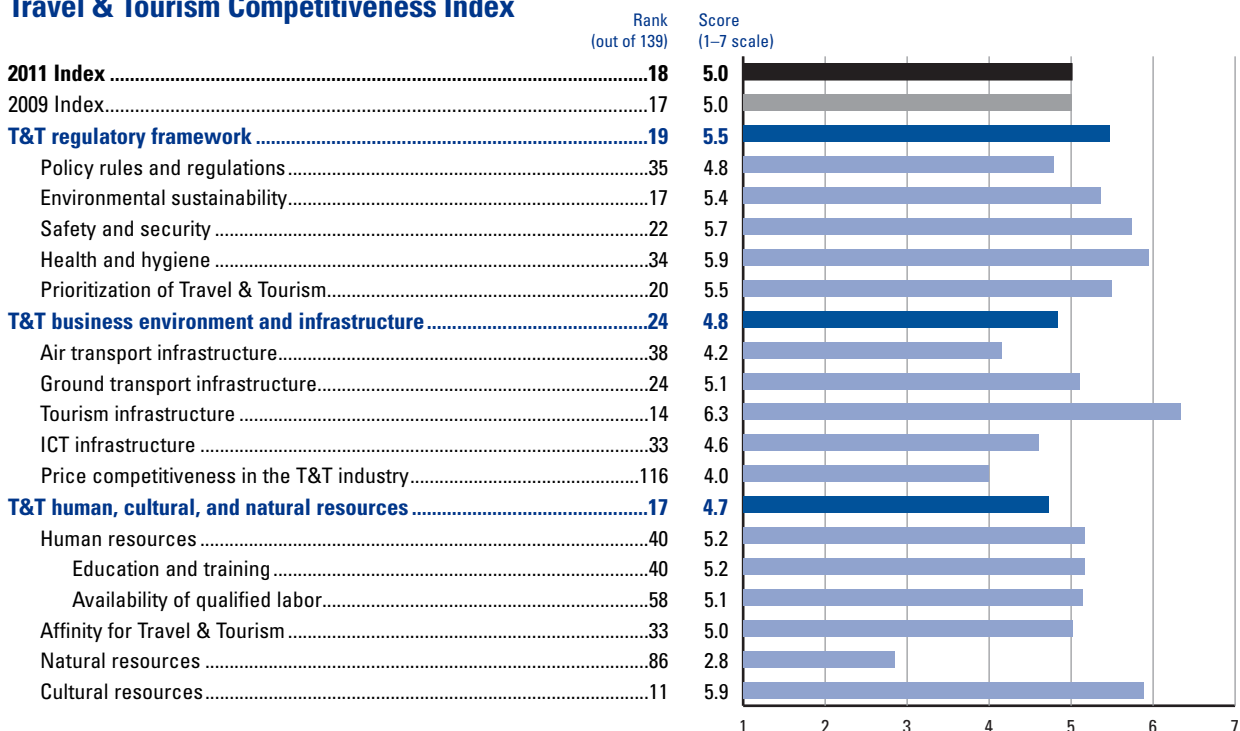
Source: World Travel & Tourism Council, TSA Research 2010

International tourist arrivals (thousands), 2007.....12,320.8
 International tourism receipts (US\$ millions), 20099,649.6



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index



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

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....75	8.01	Hotel rooms*24
1.02	Property rights42	8.02	Presence of major car rental companies*1
1.03	Business impact of rules on FDI50	8.03	ATMs accepting Visa cards*3
1.04	Visa requirements*42		
1.05	Openness of bilateral Air Service Agreements*20	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking72	9.01	Extent of business Internet use29
1.07	Time required to start a business*13	9.02	Internet users*47
1.08	Cost to start a business*56	9.03	Telephone lines*27
1.09	GATS commitments*89	9.04	Broadband Internet subscribers*35
		9.05	Mobile telephone subscribers*11
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation25	10.01	Ticket taxes and airport charges*54
2.02	Enforcement of environmental regulation46	10.02	Purchasing power parity*111
2.03	Sustainability of T&T industry development44	10.03	Extent and effect of taxation123
2.04	Carbon dioxide emissions*84	10.04	Fuel price levels*128
2.05	Particulate matter concentration*39	10.05	Hotel price index*35
2.06	Threatened species*76		
2.07	Environmental treaty ratification*1	11th pillar: Human resources	
		11.01	Primary education enrollment*16
3rd pillar: Safety and security		11.02	Secondary education enrollment*14
3.01	Business costs of terrorism33	11.03	Quality of the educational system76
3.02	Reliability of police services37	11.04	Local availability of research and training services40
3.03	Business costs of crime and violence33	11.05	Extent of staff training73
3.04	Road traffic accidents*26	11.06	Hiring and firing practices138
		11.07	Ease of hiring foreign labor17
4th pillar: Health and hygiene		11.08	HIV prevalence*93
4.01	Physician density*23	11.09	Business impact of HIV/AIDS38
4.02	Access to improved sanitation*1	11.10	Life expectancy*28
4.03	Access to improved drinking water*40		
4.04	Hospital beds*50	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness*55
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors13
5.01	Government prioritization of the T&T industry26	12.03	Extension of business trips recommended26
5.02	T&T government expenditure*26		
5.03	Effectiveness of marketing and branding46	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*27	13.01	Number of World Heritage natural sites*43
5.05	Timeliness of providing monthly/quarterly T&T data*12	13.02	Protected areas*106
		13.03	Quality of the natural environment33
6th pillar: Air transport infrastructure		13.04	Total known species*86
6.01	Quality of air transport infrastructure50		
6.02	Available seat kilometers, domestic*30	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*31	14.01	Number of World Heritage cultural sites*22
6.04	Departures per 1,000 population*26	14.02	Sports stadiums*14
6.05	Airport density*31	14.03	Number of international fairs and exhibitions*15
6.06	Number of operating airlines*27	14.04	Creative industries exports*35
6.07	International air transport network50		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads8		
7.02	Quality of railroad infrastructure24		
7.03	Quality of port infrastructure47		
7.04	Quality of ground transport network19		
7.05	Road density*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.

Puerto Rico

Key indicators

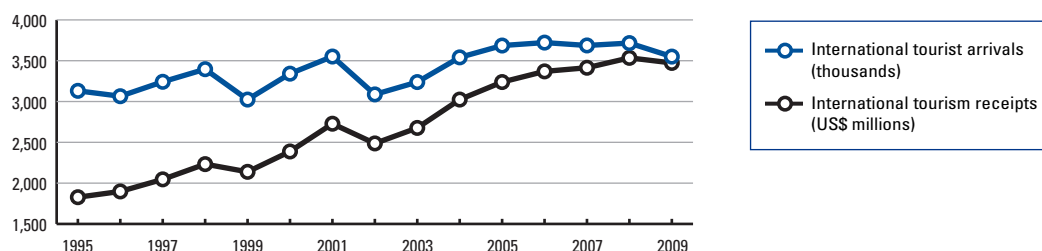
Population (millions), 2009.....	4.0
Surface area (1,000 square kilometers)	9.0
Gross domestic product (US\$ billions), 2009	86.5
Gross domestic product (PPP, US\$) per capita, 2009.....	n/a
Real GDP growth (percent), 2009.....	n/a
Environmental Performance Index, 2010 (out of 163 economies)	n/a

Travel & Tourism indicators

	Percent of total	2011–2020 annual growth (% forecast)
T&T industry, 2010 estimates		
GDP (US\$ millions)	1,226	1.3
Employment (1,000 jobs).....	16	1.2
T&T economy, 2010 estimates		
GDP (US\$ millions)	4,762	4.9
Employment (1,000 jobs).....	63	4.8

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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership..... 30	8.01	Hotel rooms*68
1.02	Property rights 12	8.02	Presence of major car rental companies* 40
1.03	Business impact of rules on FDI 28	8.03	ATMs accepting Visa cards* 15
1.04	Visa requirements*98		
1.05	Openness of bilateral Air Service Agreements*n/a	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking96	9.01	Extent of business Internet use 30
1.07	Time required to start a business* 21	9.02	Internet users*84
1.08	Cost to start a business* 7	9.03	Telephone lines*56
1.09	GATS commitments*n/a	9.04	Broadband Internet subscribers*44
		9.05	Mobile telephone subscribers*100
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation 19	10.01	Ticket taxes and airport charges* 7
2.02	Enforcement of environmental regulation 24	10.02	Purchasing power parity*118
2.03	Sustainability of T&T industry development 33	10.03	Extent and effect of taxation109
2.04	Carbon dioxide emissions* 24	10.04	Fuel price levels* 21
2.05	Particulate matter concentration* 29	10.05	Hotel price index*91
2.06	Threatened species*108		
2.07	Environmental treaty ratification*n/a	11th pillar: Human resources	
		11.01	Primary education enrollment* 27
3rd pillar: Safety and security		11.02	Secondary education enrollment*78
3.01	Business costs of terrorism69	11.03	Quality of the educational system51
3.02	Reliability of police services 42	11.04	Local availability of research and training services 18
3.03	Business costs of crime and violence108	11.05	Extent of staff training 17
3.04	Road traffic accidents* 42	11.06	Hiring and firing practices97
		11.07	Ease of hiring foreign labor104
4th pillar: Health and hygiene		11.08	HIV prevalence*78
4.01	Physician density*50	11.09	Business impact of HIV/AIDS69
4.02	Access to improved sanitation*n/a	11.10	Life expectancy* 36
4.03	Access to improved drinking water*57		
4.04	Hospital beds*64	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness* 41
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors49
5.01	Government prioritization of the T&T industry 31	12.03	Extension of business trips recommended 10
5.02	T&T government expenditure*46		
5.03	Effectiveness of marketing and branding 32	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*44	13.01	Number of World Heritage natural sites*75
5.05	Timeliness of providing monthly/quarterly T&T data*107	13.02	Protected areas*103
		13.03	Quality of the natural environment43
6th pillar: Air transport infrastructure		13.04	Total known species*120
6.01	Quality of air transport infrastructure 19		
6.02	Available seat kilometers, domestic*n/a	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*n/a	14.01	Number of World Heritage cultural sites*122
6.04	Departures per 1,000 population* 10	14.02	Sports stadiums*53
6.05	Airport density* 30	14.03	Number of international fairs and exhibitions*69
6.06	Number of operating airlines*89	14.04	Creative industries exports*n/a
6.07	International air transport network 40		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads 38		
7.02	Quality of railroad infrastructuren/a		
7.03	Quality of port infrastructure 28		
7.04	Quality of ground transport network77		
7.05	Road density* 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.

Qatar

Key indicators

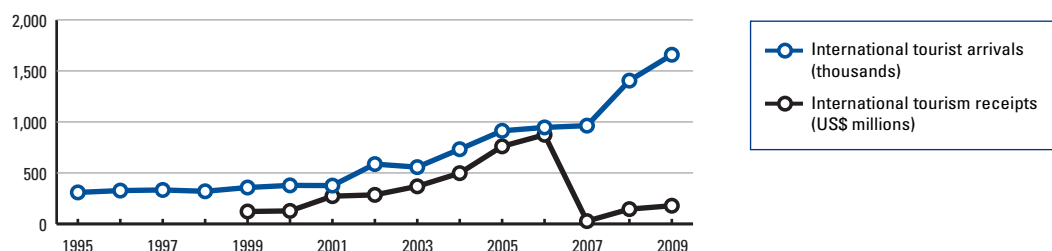
Population (millions), 2009.....	1.4
Surface area (1,000 square kilometers)	11.6
Gross domestic product (US\$ billions), 2009	98.3
Gross domestic product (PPP, US\$) per capita, 2009	78,260.4
Real GDP growth (percent), 2009.....	8.6
Environmental Performance Index, 2010 (out of 163 economies).....	122

Travel & Tourism indicators

	Percent of total	2011–2020 annual growth (% forecast)
T&T industry, 2010 estimates		
GDP (US\$ millions)	0.9	7.9
Employment (1,000 jobs).....	1.3	4.8
T&T economy, 2010 estimates		
GDP (US\$ millions)	8.4	7.7
Employment (1,000 jobs).....	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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01 Prevalence of foreign ownership.....	25	8.01 Hotel rooms*	56
1.02 Property rights	25	8.02 Presence of major car rental companies*	1
1.03 Business impact of rules on FDI	10	8.03 ATMs accepting Visa cards*	32
1.04 Visa requirements*	105		
1.05 Openness of bilateral Air Service Agreements*	53	9th pillar: ICT infrastructure	
1.06 Transparency of government policymaking	15	9.01 Extent of business Internet use	41
1.07 Time required to start a business*	46	9.02 Internet users*	58
1.08 Cost to start a business*	66	9.03 Telephone lines*	66
1.09 GATS commitments*	98	9.04 Broadband Internet subscribers*	47
		9.05 Mobile telephone subscribers*	6
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01 Stringency of environmental regulation	30	10.01 Ticket taxes and airport charges*	10
2.02 Enforcement of environmental regulation	21	10.02 Purchasing power parity*	103
2.03 Sustainability of T&T industry development	7	10.03 Extent and effect of taxation	11
2.04 Carbon dioxide emissions*	137	10.04 Fuel price levels*	5
2.05 Particulate matter concentration*	95	10.05 Hotel price index*	111
2.06 Threatened species*	40		
2.07 Environmental treaty ratification*	81	11th pillar: Human resources	
		11.01 Primary education enrollment*	73
3rd pillar: Safety and security		11.02 Secondary education enrollment*	74
3.01 Business costs of terrorism.....	38	11.03 Quality of the educational system	4
3.02 Reliability of police services.....	9	11.04 Local availability of research and training services	71
3.03 Business costs of crime and violence	3	11.05 Extent of staff training	19
3.04 Road traffic accidents*	95	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
4th pillar: Health and hygiene		12th pillar: Affinity for Travel & Tourism	
4.01 Physician density*	38	12.01 Tourism openness*	135
4.02 Access to improved sanitation*	1	12.02 Attitude of population toward foreign visitors	106
4.03 Access to improved drinking water*	1	12.03 Extension of business trips recommended	58
4.04 Hospital beds*	73		
5th pillar: Prioritization of Travel & Tourism		13th pillar: Natural resources	
5.01 Government prioritization of the T&T industry	47	13.01 Number of World Heritage natural sites*	75
5.02 T&T government expenditure*	31	13.02 Protected areas*	134
5.03 Effectiveness of marketing and branding	11	13.03 Quality of the natural environment	35
5.04 Comprehensiveness of annual T&T data*	123	13.04 Total known species*	135
5.05 Timeliness of providing monthly/quarterly T&T data*	109		
6th pillar: Air transport infrastructure		14th pillar: Cultural resources	
6.01 Quality of air transport infrastructure	16	14.01 Number of World Heritage cultural sites*	104
6.02 Available seat kilometers, domestic*	103	14.02 Sports stadiums*	5
6.03 Available seat kilometers, international*	26	14.03 Number of international fairs and exhibitions*	85
6.04 Departures per 1,000 population*	4	14.04 Creative industries exports*	98
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		

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

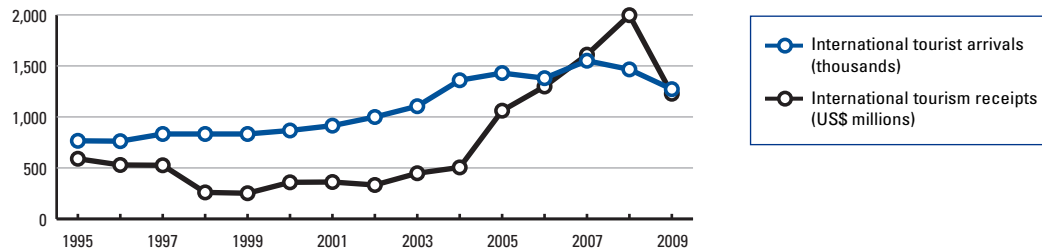
Population (millions), 2009.....	21.5
Surface area (1,000 square kilometers)	238.4
Gross domestic product (US\$ billions), 2009	161.5
Gross domestic product (PPP, US\$) per capita, 2009	11,869.2
Real GDP growth (percent), 2009.....	-7.1
Environmental Performance Index, 2010 (out of 163 economies).....	45

Travel & Tourism indicators

	Percent of total	2011-2020 annual growth (% forecast)
T&T industry, 2010 estimates		
GDP (US\$ millions)	3,405	1.9
Employment (1,000 jobs).....	267	3.2
T&T economy, 2010 estimates		
GDP (US\$ millions)	9,006	5.1
Employment (1,000 jobs).....	519	6.1

Source: World Travel & Tourism Council, TSA Research 2010

International tourist arrivals (thousands), 2009.....1,272.1
 International tourism receipts (US\$ millions), 20091,227.4



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		
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		
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		
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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....68	8.01	Hotel rooms*51
1.02	Property rights79	8.02	Presence of major car rental companies*1
1.03	Business impact of rules on FDI90	8.03	ATMs accepting Visa cards*38
1.04	Visa requirements*42		
1.05	Openness of bilateral Air Service Agreements*85	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking137	9.01	Extent of business Internet use64
1.07	Time required to start a business*40	9.02	Internet users*64
1.08	Cost to start a business*30	9.03	Telephone lines*51
1.09	GATS commitments*51	9.04	Broadband Internet subscribers*41
		9.05	Mobile telephone subscribers*38
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation71	10.01	Ticket taxes and airport charges*80
2.02	Enforcement of environmental regulation88	10.02	Purchasing power parity*58
2.03	Sustainability of T&T industry development118	10.03	Extent and effect of taxation131
2.04	Carbon dioxide emissions*74	10.04	Fuel price levels*69
2.05	Particulate matter concentration*7	10.05	Hotel price index*62
2.06	Threatened species*61		
2.07	Environmental treaty ratification*30	11th pillar: Human resources	
		11.01	Primary education enrollment*90
3rd pillar: Safety and security		11.02	Secondary education enrollment*56
3.01	Business costs of terrorism27	11.03	Quality of the educational system84
3.02	Reliability of police services72	11.04	Local availability of research and training services95
3.03	Business costs of crime and violence32	11.05	Extent of staff training72
3.04	Road traffic accidents*40	11.06	Hiring and firing practices77
		11.07	Ease of hiring foreign labor23
4th pillar: Health and hygiene		11.08	HIV prevalence*20
4.01	Physician density*59	11.09	Business impact of HIV/AIDS58
4.02	Access to improved sanitation*88	11.10	Life expectancy*64
4.03	Access to improved drinking water*90		
4.04	Hospital beds*20	12th pillar: Affinity for Travel & Tourism	
5th pillar: Prioritization of Travel & Tourism		12.01	Tourism openness*123
5.01	Government prioritization of the T&T industry116	12.02	Attitude of population toward foreign visitors87
5.02	T&T government expenditure*43	12.03	Extension of business trips recommended41
5.03	Effectiveness of marketing and branding118		
5.04	Comprehensiveness of annual T&T data*44	13th pillar: Natural resources	
5.05	Timeliness of providing monthly/quarterly T&T data*12	13.01	Number of World Heritage natural sites*43
6th pillar: Air transport infrastructure		13.02	Protected areas*77
6.01	Quality of air transport infrastructure102	13.03	Quality of the natural environment104
6.02	Available seat kilometers, domestic*50	13.04	Total known species*83
6.03	Available seat kilometers, international*62		
6.04	Departures per 1,000 population*66	14th pillar: Cultural resources	
6.05	Airport density*67	14.01	Number of World Heritage cultural sites*29
6.06	Number of operating airlines*45	14.02	Sports stadiums*51
6.07	International air transport network81	14.03	Number of international fairs and exhibitions*48
		14.04	Creative industries exports*32
7th pillar: Ground transport infrastructure			
7.01	Quality of roads134		
7.02	Quality of railroad infrastructure70		
7.03	Quality of port infrastructure122		
7.04	Quality of ground transport network127		
7.05	Road density*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.

Russian Federation

Key indicators

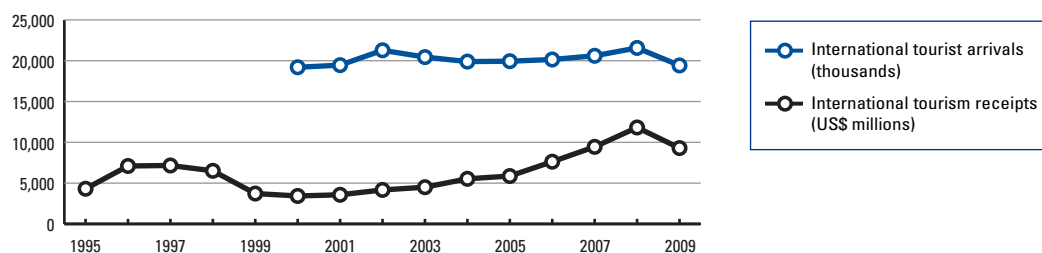
Population (millions), 2009.....	141.9
Surface area (1,000 square kilometers).....	17,098.2
Gross domestic product (US\$ billions), 2009.....	1,231.9
Gross domestic product (PPP, US\$) per capita, 2009.....	14,912.7
Real GDP growth (percent), 2009.....	-7.9
Environmental Performance Index, 2010 (out 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), 20099,296.9



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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....126	8.01	Hotel rooms*88
1.02	Property rights128	8.02	Presence of major car rental companies* 40
1.03	Business impact of rules on FDI127	8.03	ATMs accepting Visa cards* 28
1.04	Visa requirements*126		
1.05	Openness of bilateral Air Service Agreements*125	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking105	9.01	Extent of business Internet use71
1.07	Time required to start a business*97	9.02	Internet users*74
1.08	Cost to start a business* 36	9.03	Telephone lines* 37
1.09	GATS commitments*n/a	9.04	Broadband Internet subscribers*51
		9.05	Mobile telephone subscribers* 9
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation96	10.01	Ticket taxes and airport charges*78
2.02	Enforcement of environmental regulation115	10.02	Purchasing power parity* 30
2.03	Sustainability of T&T industry development116	10.03	Extent and effect of taxation97
2.04	Carbon dioxide emissions*119	10.04	Fuel price levels*51
2.05	Particulate matter concentration* 17	10.05	Hotel price index*105
2.06	Threatened species*82		
2.07	Environmental treaty ratification*94	11th pillar: Human resources	
		11.01	Primary education enrollment* 3
3rd pillar: Safety and security		11.02	Secondary education enrollment*76
3.01	Business costs of terrorism93	11.03	Quality of the educational system78
3.02	Reliability of police services128	11.04	Local availability of research and training services67
3.03	Business costs of crime and violence90	11.05	Extent of staff training90
3.04	Road traffic accidents*98	11.06	Hiring and firing practices75
		11.07	Ease of hiring foreign labor124
4th pillar: Health and hygiene		11.08	HIV prevalence*106
4.01	Physician density* 3	11.09	Business impact of HIV/AIDS62
4.02	Access to improved sanitation*72	11.10	Life expectancy*96
4.03	Access to improved drinking water*62		
4.04	Hospital beds* 2	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness*111
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors136
5.01	Government prioritization of the T&T industry122	12.03	Extension of business trips recommended132
5.02	T&T government expenditure*91		
5.03	Effectiveness of marketing and branding119	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data* 22	13.01	Number of World Heritage natural sites* 4
5.05	Timeliness of providing monthly/quarterly T&T data*72	13.02	Protected areas*70
		13.03	Quality of the natural environment118
6th pillar: Air transport infrastructure		13.04	Total known species* 35
6.01	Quality of air transport infrastructure104		
6.02	Available seat kilometers, domestic* 5	14th pillar: Cultural resources	
6.03	Available seat kilometers, international* 19	14.01	Number of World Heritage cultural sites* 13
6.04	Departures per 1,000 population*56	14.02	Sports stadiums*94
6.05	Airport density*59	14.03	Number of international fairs and exhibitions* 39
6.06	Number of operating airlines* 7	14.04	Creative industries exports* 31
6.07	International air transport network93		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads125		
7.02	Quality of railroad infrastructure 31		
7.03	Quality of port infrastructure93		
7.04	Quality of ground transport network101		
7.05	Road density*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.

Rwanda

Key indicators

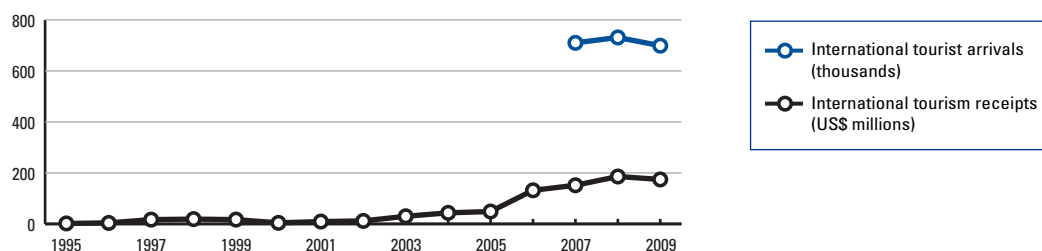
Population (millions), 2009.....	10.0
Surface area (1,000 square kilometers)	26.3
Gross domestic product (US\$ billions), 2009	5.2
Gross domestic product (PPP, US\$) per capita, 2009	1,155.3
Real GDP growth (percent), 2009.....	4.1
Environmental Performance Index, 2010 (out of 163 economies).....	135

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		
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		
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		
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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01 Prevalence of foreign ownership.....	73	8.01 Hotel rooms*	130
1.02 Property rights	44	8.02 Presence of major car rental companies*	133
1.03 Business impact of rules on FDI	19	8.03 ATMs accepting Visa cards*	131
1.04 Visa requirements*	121		
1.05 Openness of bilateral Air Service Agreements*	106	9th pillar: ICT infrastructure	
1.06 Transparency of government policymaking	22	9.01 Extent of business Internet use	62
1.07 Time required to start a business*	3	9.02 Internet users*	121
1.08 Cost to start a business*	64	9.03 Telephone lines*	137
1.09 GATS commitments*	14	9.04 Broadband Internet subscribers*	115
		9.05 Mobile telephone subscribers*	132
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01 Stringency of environmental regulation	9	10.01 Ticket taxes and airport charges*	71
2.02 Enforcement of environmental regulation	8	10.02 Purchasing power parity*	32
2.03 Sustainability of T&T industry development	1	10.03 Extent and effect of taxation	57
2.04 Carbon dioxide emissions*	5	10.04 Fuel price levels*	105
2.05 Particulate matter concentration*	44	10.05 Hotel price index*	n/a
2.06 Threatened species*	70		
2.07 Environmental treaty ratification*	125	11th pillar: Human resources	
		11.01 Primary education enrollment*	50
3rd pillar: Safety and security		11.02 Secondary education enrollment*	131
3.01 Business costs of terrorism.....	2	11.03 Quality of the educational system	58
3.02 Reliability of police services.....	21	11.04 Local availability of research and training services	118
3.03 Business costs of crime and violence	6	11.05 Extent of staff training.....	38
3.04 Road traffic accidents*	114	11.06 Hiring and firing practices	24
		11.07 Ease of hiring foreign labor.....	2
4th pillar: Health and hygiene		11.08 HIV prevalence*.....	122
4.01 Physician density*	135	11.09 Business impact of HIV/AIDS	116
4.02 Access to improved sanitation*	100	11.10 Life expectancy*	118
4.03 Access to improved drinking water*	123		
4.04 Hospital beds*	93	12th pillar: Affinity for Travel & Tourism	
		12.01 Tourism openness*	72
5th pillar: Prioritization of Travel & Tourism		12.02 Attitude of population toward foreign visitors	4
5.01 Government prioritization of the T&T industry	1	12.03 Extension of business trips recommended	85
5.02 T&T government expenditure*	116		
5.03 Effectiveness of marketing and branding	3	13th pillar: Natural resources	
5.04 Comprehensiveness of annual T&T data*	132	13.01 Number of World Heritage natural sites*	75
5.05 Timeliness of providing monthly/quarterly T&T data*	123	13.02 Protected areas*	64
		13.03 Quality of the natural environment	18
6th pillar: Air transport infrastructure		13.04 Total known species*	41
6.01 Quality of air transport infrastructure	97		
6.02 Available seat kilometers, domestic*	99	14th pillar: Cultural resources	
6.03 Available seat kilometers, international*	134	14.01 Number of World Heritage cultural sites*	122
6.04 Departures per 1,000 population*	n/a	14.02 Sports stadiums*	127
6.05 Airport density*	118	14.03 Number of international fairs and exhibitions*	92
6.06 Number of operating airlines*	134	14.04 Creative industries exports*	119
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		

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

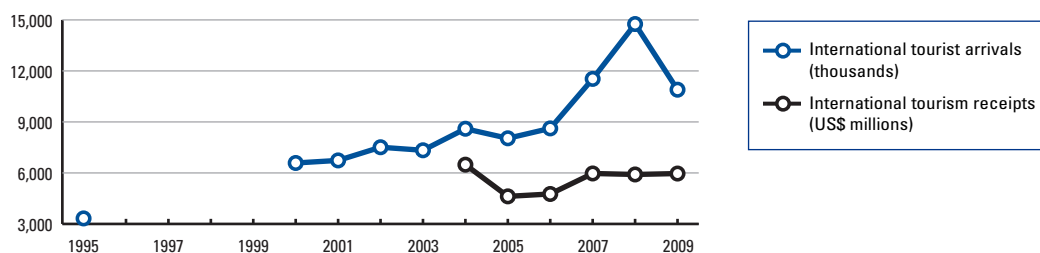
Population (millions), 2009.....	25.4
Surface area (1,000 square kilometers).....	2,000.0
Gross domestic product (US\$ billions), 2009.....	376.3
Gross domestic product (PPP, US\$) per capita, 2009.....	23,271.8
Real GDP growth (percent), 2009.....	0.6
Environmental Performance Index, 2010 (out of 163 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), 20095,963.9



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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01 Prevalence of foreign ownership.....	84	8.01 Hotel rooms*	38
1.02 Property rights	28	8.02 Presence of major car rental companies*	64
1.03 Business impact of rules on FDI	35	8.03 ATMs accepting Visa cards*	43
1.04 Visa requirements*	131		
1.05 Openness of bilateral Air Service Agreements*	75	9th pillar: ICT infrastructure	
1.06 Transparency of government policymaking	40	9.01 Extent of business Internet use	49
1.07 Time required to start a business*	9	9.02 Internet users*	60
1.08 Cost to start a business*	58	9.03 Telephone lines*	79
1.09 GATS commitments*	28	9.04 Broadband Internet subscribers*	64
		9.05 Mobile telephone subscribers*	7
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01 Stringency of environmental regulation	48	10.01 Ticket taxes and airport charges*	21
2.02 Enforcement of environmental regulation	32	10.02 Purchasing power parity*	81
2.03 Sustainability of T&T industry development	45	10.03 Extent and effect of taxation	9
2.04 Carbon dioxide emissions*	127	10.04 Fuel price levels*	3
2.05 Particulate matter concentration*	130	10.05 Hotel price index*	92
2.06 Threatened species*	75		
2.07 Environmental treaty ratification*	81	11th pillar: Human resources	
		11.01 Primary education enrollment*	112
3rd pillar: Safety and security		11.02 Secondary education enrollment*	39
3.01 Business costs of terrorism.....	57	11.03 Quality of the educational system.....	41
3.02 Reliability of police services.....	30	11.04 Local availability of research and training services.....	34
3.03 Business costs of crime and violence	16	11.05 Extent of staff training.....	34
3.04 Road traffic accidents*	109	11.06 Hiring and firing practices	22
		11.07 Ease of hiring foreign labor.....	39
4th pillar: Health and hygiene		11.08 HIV prevalence*.....	1
4.01 Physician density*	66	11.09 Business impact of HIV/AIDS.....	30
4.02 Access to improved sanitation*	n/a	11.10 Life expectancy*.....	74
4.03 Access to improved drinking water*	86		
4.04 Hospital beds*	76	12th pillar: Affinity for Travel & Tourism	
		12.01 Tourism openness*	45
5th pillar: Prioritization of Travel & Tourism		12.02 Attitude of population toward foreign visitors.....	123
5.01 Government prioritization of the T&T industry	72	12.03 Extension of business trips recommended.....	112
5.02 T&T government expenditure*	129		
5.03 Effectiveness of marketing and branding.....	64	13th pillar: Natural resources	
5.04 Comprehensiveness of annual T&T data*	1	13.01 Number of World Heritage natural sites*.....	75
5.05 Timeliness of providing monthly/quarterly T&T data*	89	13.02 Protected areas*.....	7
		13.03 Quality of the natural environment.....	53
6th pillar: Air transport infrastructure		13.04 Total known species*	78
6.01 Quality of air transport infrastructure	46		
6.02 Available seat kilometers, domestic*	23	14th pillar: Cultural resources	
6.03 Available seat kilometers, international*	27	14.01 Number of World Heritage cultural sites*.....	73
6.04 Departures per 1,000 population*	47	14.02 Sports stadiums*.....	93
6.05 Airport density*	46	14.03 Number of international fairs and exhibitions*.....	129
6.06 Number of operating airlines*	35	14.04 Creative industries exports*.....	48
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		

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

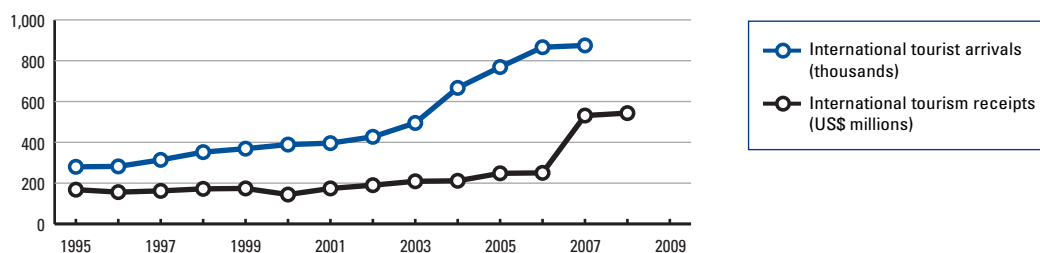
Population (millions), 2009.....	12.5
Surface area (1,000 square kilometers).....	196.7
Gross domestic product (US\$ billions), 2009.....	12.8
Gross domestic product (PPP, US\$) per capita, 2009.....	1,770.3
Real GDP growth (percent), 2009.....	2.2
Environmental Performance Index, 2010 (out of 163 economies).....	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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....57	8.01	Hotel rooms*99
1.02	Property rights85	8.02	Presence of major car rental companies*64
1.03	Business impact of rules on FDI92	8.03	ATMs accepting Visa cards*114
1.04	Visa requirements*106		
1.05	Openness of bilateral Air Service Agreements*89	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking103	9.01	Extent of business Internet use 45
1.07	Time required to start a business* 28	9.02	Internet users*94
1.08	Cost to start a business*121	9.03	Telephone lines*116
1.09	GATS commitments*96	9.04	Broadband Internet subscribers*103
		9.05	Mobile telephone subscribers*113
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation118	10.01	Ticket taxes and airport charges*135
2.02	Enforcement of environmental regulation105	10.02	Purchasing power parity*73
2.03	Sustainability of T&T industry development83	10.03	Extent and effect of taxation101
2.04	Carbon dioxide emissions* 22	10.04	Fuel price levels*103
2.05	Particulate matter concentration*124	10.05	Hotel price index*74
2.06	Threatened species* 43		
2.07	Environmental treaty ratification* 16	11th pillar: Human resources	
		11.01	Primary education enrollment*128
3rd pillar: Safety and security		11.02	Secondary education enrollment*128
3.01	Business costs of terrorism 31	11.03	Quality of the educational system73
3.02	Reliability of police services66	11.04	Local availability of research and training services 45
3.03	Business costs of crime and violence 29	11.05	Extent of staff training113
3.04	Road traffic accidents*117	11.06	Hiring and firing practices71
		11.07	Ease of hiring foreign labor 31
4th pillar: Health and hygiene		11.08	HIV prevalence*103
4.01	Physician density*127	11.09	Business impact of HIV/AIDS92
4.02	Access to improved sanitation*105	11.10	Life expectancy*116
4.03	Access to improved drinking water*119		
4.04	Hospital beds*135	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness*56
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors 41
5.01	Government prioritization of the T&T industry 27	12.03	Extension of business trips recommended 27
5.02	T&T government expenditure*61		
5.03	Effectiveness of marketing and branding73	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*93	13.01	Number of World Heritage natural sites* 24
5.05	Timeliness of providing monthly/quarterly T&T data*96	13.02	Protected areas* 16
		13.03	Quality of the natural environment134
6th pillar: Air transport infrastructure		13.04	Total known species* 46
6.01	Quality of air transport infrastructure76		
6.02	Available seat kilometers, domestic*103	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*74	14.01	Number of World Heritage cultural sites*62
6.04	Departures per 1,000 population*101	14.02	Sports stadiums*92
6.05	Airport density*101	14.03	Number of international fairs and exhibitions*77
6.06	Number of operating airlines*75	14.04	Creative industries exports*105
6.07	International air transport network63		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads91		
7.02	Quality of railroad infrastructure89		
7.03	Quality of port infrastructure51		
7.04	Quality of ground transport network60		
7.05	Road density*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.

Serbia

Key indicators

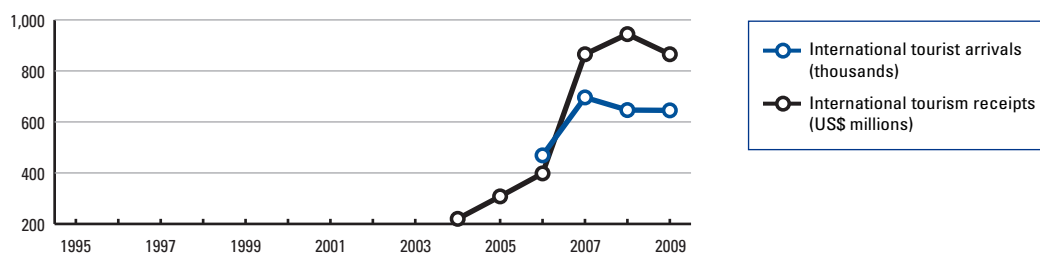
Population (millions), 2009.....	7.3
Surface area (1,000 square kilometers)	88.4
Gross domestic product (US\$ billions), 2009	43.0
Gross domestic product (PPP, US\$) per capita, 2009	10,576.7
Real GDP growth (percent), 2009.....	-3.0
Environmental Performance Index, 2010 (out of 163 economies)	n/a

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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....107	8.01	Hotel rooms*67
1.02	Property rights122	8.02	Presence of major car rental companies*1
1.03	Business impact of rules on FDI123	8.03	ATMs accepting Visa cards*46
1.04	Visa requirements*78		
1.05	Openness of bilateral Air Service Agreements*n/a	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking97	9.01	Extent of business Internet use135
1.07	Time required to start a business*50	9.02	Internet users*53
1.08	Cost to start a business*61	9.03	Telephone lines*39
1.09	GATS commitments*n/a	9.04	Broadband Internet subscribers*60
		9.05	Mobile telephone subscribers*61
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation114	10.01	Ticket taxes and airport charges*46
2.02	Enforcement of environmental regulation124	10.02	Purchasing power parity*44
2.03	Sustainability of T&T industry development98	10.03	Extent and effect of taxation120
2.04	Carbon dioxide emissions*n/a	10.04	Fuel price levels*95
2.05	Particulate matter concentration*n/a	10.05	Hotel price index*113
2.06	Threatened species*57		
2.07	Environmental treaty ratification*81	11th pillar: Human resources	
		11.01	Primary education enrollment*64
3rd pillar: Safety and security		11.02	Secondary education enrollment*57
3.01	Business costs of terrorism86	11.03	Quality of the educational system86
3.02	Reliability of police services97	11.04	Local availability of research and training services100
3.03	Business costs of crime and violence94	11.05	Extent of staff training130
3.04	Road traffic accidents*22	11.06	Hiring and firing practices80
		11.07	Ease of hiring foreign labor69
4th pillar: Health and hygiene		11.08	HIV prevalence*20
4.01	Physician density*54	11.09	Business impact of HIV/AIDS44
4.02	Access to improved sanitation*59	11.10	Life expectancy*53
4.03	Access to improved drinking water*40		
4.04	Hospital beds*30	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness*81
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors66
5.01	Government prioritization of the T&T industry103	12.03	Extension of business trips recommended65
5.02	T&T government expenditure*130		
5.03	Effectiveness of marketing and branding93	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*75	13.01	Number of World Heritage natural sites*75
5.05	Timeliness of providing monthly/quarterly T&T data*6	13.02	Protected areas*90
		13.03	Quality of the natural environment110
6th pillar: Air transport infrastructure		13.04	Total known species*91
6.01	Quality of air transport infrastructure124		
6.02	Available seat kilometers, domestic*103	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*94	14.01	Number of World Heritage cultural sites*62
6.04	Departures per 1,000 population*64	14.02	Sports stadiums*40
6.05	Airport density*95	14.03	Number of international fairs and exhibitions*57
6.06	Number of operating airlines*56	14.04	Creative industries exports*n/a
6.07	International air transport network128		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads123		
7.02	Quality of railroad infrastructure93		
7.03	Quality of port infrastructure129		
7.04	Quality of ground transport network93		
7.05	Road density*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.

Singapore

Key indicators

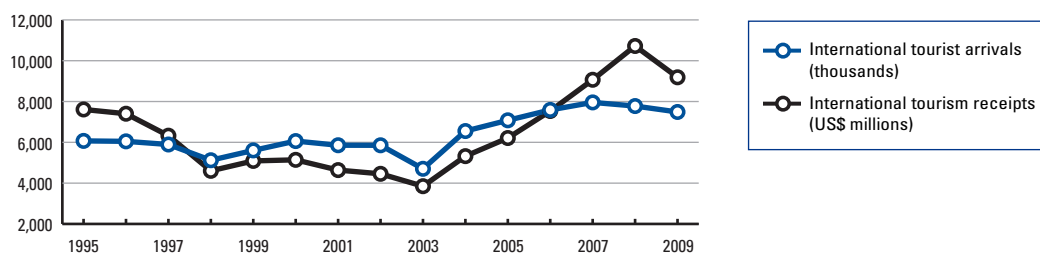
Population (millions), 2009.....	5.0
Surface area (1,000 square kilometers)	0.7
Gross domestic product (US\$ billions), 2009	182.2
Gross domestic product (PPP, US\$) per capita, 2009	50,179.6
Real GDP growth (percent), 2009.....	-1.3
Environmental Performance Index, 2010 (out of 163 economies).....	28

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), 20099,187.2



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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership..... 2	8.01	Hotel rooms*37
1.02	Property rights 3	8.02	Presence of major car rental companies*80
1.03	Business impact of rules on FDI 1	8.03	ATMs accepting Visa cards* 7
1.04	Visa requirements* 2		
1.05	Openness of bilateral Air Service Agreements*30	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking 1	9.01	Extent of business Internet use18
1.07	Time required to start a business* 3	9.02	Internet users*26
1.08	Cost to start a business* 7	9.03	Telephone lines*26
1.09	GATS commitments*58	9.04	Broadband Internet subscribers*20
		9.05	Mobile telephone subscribers*14
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation14	10.01	Ticket taxes and airport charges* 9
2.02	Enforcement of environmental regulation13	10.02	Purchasing power parity*98
2.03	Sustainability of T&T industry development 4	10.03	Extent and effect of taxation 3
2.04	Carbon dioxide emissions*121	10.04	Fuel price levels*64
2.05	Particulate matter concentration*81	10.05	Hotel price index*78
2.06	Threatened species*93		
2.07	Environmental treaty ratification*117	11th pillar: Human resources	
		11.01	Primary education enrollment*43
3rd pillar: Safety and security		11.02	Secondary education enrollment*18
3.01	Business costs of terrorism102	11.03	Quality of the educational system 1
3.02	Reliability of police services 2	11.04	Local availability of research and training services19
3.03	Business costs of crime and violence17	11.05	Extent of staff training 4
3.04	Road traffic accidents* 3	11.06	Hiring and firing practices 2
		11.07	Ease of hiring foreign labor 8
4th pillar: Health and hygiene		11.08	HIV prevalence*20
4.01	Physician density*69	11.09	Business impact of HIV/AIDS47
4.02	Access to improved sanitation* 1	11.10	Life expectancy* 7
4.03	Access to improved drinking water* 1		
4.04	Hospital beds*57	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness*15
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors 9
5.01	Government prioritization of the T&T industry 6	12.03	Extension of business trips recommended46
5.02	T&T government expenditure* 8		
5.03	Effectiveness of marketing and branding 4	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*58	13.01	Number of World Heritage natural sites*75
5.05	Timeliness of providing monthly/quarterly T&T data*12	13.02	Protected areas*109
		13.03	Quality of the natural environment21
6th pillar: Air transport infrastructure		13.04	Total known species*80
6.01	Quality of air transport infrastructure 2		
6.02	Available seat kilometers, domestic*103	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*11	14.01	Number of World Heritage cultural sites*122
6.04	Departures per 1,000 population*19	14.02	Sports stadiums*73
6.05	Airport density*93	14.03	Number of international fairs and exhibitions*23
6.06	Number of operating airlines*27	14.04	Creative industries exports*20
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		

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

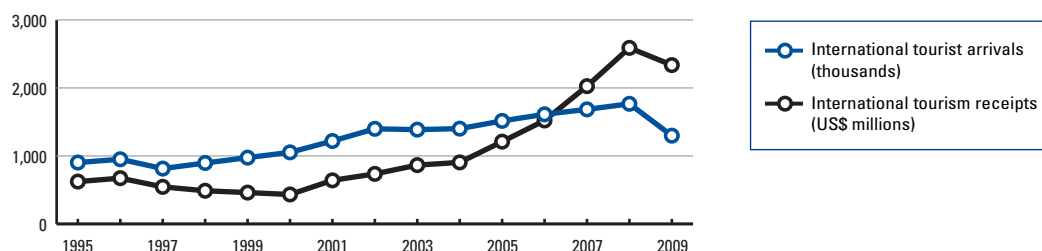
Population (millions), 2009.....	5.4
Surface area (1,000 square kilometers)	49.0
Gross domestic product (US\$ billions), 2009	88.2
Gross domestic product (PPP, US\$) per capita, 2009	21,244.9
Real GDP growth (percent), 2009.....	-4.7
Environmental Performance Index, 2010 (out of 163 economies).....	13

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), 20092,335.6



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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....1	8.01	Hotel rooms*40
1.02	Property rights74	8.02	Presence of major car rental companies*40
1.03	Business impact of rules on FDI13	8.03	ATMs accepting Visa cards*41
1.04	Visa requirements*42		
1.05	Openness of bilateral Air Service Agreements*81	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking82	9.01	Extent of business Internet use38
1.07	Time required to start a business*67	9.02	Internet users*18
1.08	Cost to start a business*21	9.03	Telephone lines*59
1.09	GATS commitments*82	9.04	Broadband Internet subscribers*39
		9.05	Mobile telephone subscribers*59
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation28	10.01	Ticket taxes and airport charges*105
2.02	Enforcement of environmental regulation51	10.02	Purchasing power parity*99
2.03	Sustainability of T&T industry development126	10.03	Extent and effect of taxation27
2.04	Carbon dioxide emissions*94	10.04	Fuel price levels*125
2.05	Particulate matter concentration*11	10.05	Hotel price index*64
2.06	Threatened species*21		
2.07	Environmental treaty ratification*30	11th pillar: Human resources	
		11.01	Primary education enrollment*44
3rd pillar: Safety and security		11.02	Secondary education enrollment*54
3.01	Business costs of terrorism4	11.03	Quality of the educational system111
3.02	Reliability of police services89	11.04	Local availability of research and training services41
3.03	Business costs of crime and violence48	11.05	Extent of staff training75
3.04	Road traffic accidents*63	11.06	Hiring and firing practices104
		11.07	Ease of hiring foreign labor36
4th pillar: Health and hygiene		11.08	HIV prevalence*1
4.01	Physician density*31	11.09	Business impact of HIV/AIDS3
4.02	Access to improved sanitation*1	11.10	Life expectancy*46
4.03	Access to improved drinking water*1		
4.04	Hospital beds*17	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness*79
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors126
5.01	Government prioritization of the T&T industry131	12.03	Extension of business trips recommended94
5.02	T&T government expenditure*102		
5.03	Effectiveness of marketing and branding137	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*42	13.01	Number of World Heritage natural sites*24
5.05	Timeliness of providing monthly/quarterly T&T data*63	13.02	Protected areas*15
		13.03	Quality of the natural environment61
6th pillar: Air transport infrastructure		13.04	Total known species*93
6.01	Quality of air transport infrastructure120		
6.02	Available seat kilometers, domestic*103	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*115	14.01	Number of World Heritage cultural sites*44
6.04	Departures per 1,000 population*54	14.02	Sports stadiums*47
6.05	Airport density*62	14.03	Number of international fairs and exhibitions*61
6.06	Number of operating airlines*127	14.04	Creative industries exports*34
6.07	International air transport network130		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads67		
7.02	Quality of railroad infrastructure21		
7.03	Quality of port infrastructure78		
7.04	Quality of ground transport network71		
7.05	Road density*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.

Slovenia

Key indicators

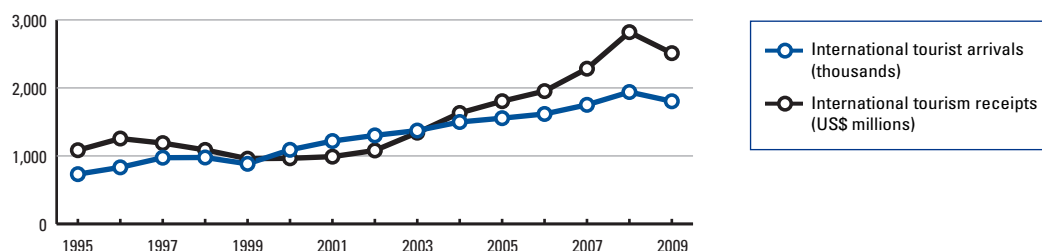
Population (millions), 2009.....	2.0
Surface area (1,000 square kilometers)	20.3
Gross domestic product (US\$ billions), 2009	48.6
Gross domestic product (PPP, US\$) per capita, 2009	27,469.8
Real GDP growth (percent), 2009.....	-7.8
Environmental Performance Index, 2010 (out of 163 economies).....	55

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), 20092,511.1



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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....116	8.01	Hotel rooms* 28
1.02	Property rights58	8.02	Presence of major car rental companies* 1
1.03	Business impact of rules on FDI116	8.03	ATMs accepting Visa cards* 14
1.04	Visa requirements*42		
1.05	Openness of bilateral Air Service Agreements*126	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking 23	9.01	Extent of business Internet use36
1.07	Time required to start a business* 13	9.02	Internet users* 30
1.08	Cost to start a business* 1	9.03	Telephone lines* 14
1.09	GATS commitments*98	9.04	Broadband Internet subscribers* 22
		9.05	Mobile telephone subscribers*56
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation 31	10.01	Ticket taxes and airport charges*103
2.02	Enforcement of environmental regulation37	10.02	Purchasing power parity*110
2.03	Sustainability of T&T industry development71	10.03	Extent and effect of taxation89
2.04	Carbon dioxide emissions*97	10.04	Fuel price levels*80
2.05	Particulate matter concentration*52	10.05	Hotel price index* 29
2.06	Threatened species* 23		
2.07	Environmental treaty ratification* 16	11th pillar: Human resources	
		11.01	Primary education enrollment*40
3rd pillar: Safety and security		11.02	Secondary education enrollment*38
3.01	Business costs of terrorism 10	11.03	Quality of the educational system47
3.02	Reliability of police services48	11.04	Local availability of research and training services35
3.03	Business costs of crime and violence 19	11.05	Extent of staff training65
3.04	Road traffic accidents*58	11.06	Hiring and firing practices132
		11.07	Ease of hiring foreign labor82
4th pillar: Health and hygiene		11.08	HIV prevalence* 1
4.01	Physician density*46	11.09	Business impact of HIV/AIDS 11
4.02	Access to improved sanitation* 1	11.10	Life expectancy* 28
4.03	Access to improved drinking water*40		
4.04	Hospital beds*39	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness* 29
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors79
5.01	Government prioritization of the T&T industry94	12.03	Extension of business trips recommended89
5.02	T&T government expenditure*45		
5.03	Effectiveness of marketing and branding68	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data* 22	13.01	Number of World Heritage natural sites*43
5.05	Timeliness of providing monthly/quarterly T&T data* 6	13.02	Protected areas*55
		13.03	Quality of the natural environment 16
6th pillar: Air transport infrastructure		13.04	Total known species*98
6.01	Quality of air transport infrastructure63		
6.02	Available seat kilometers, domestic*103	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*119	14.01	Number of World Heritage cultural sites*122
6.04	Departures per 1,000 population*35	14.02	Sports stadiums* 20
6.05	Airport density*49	14.03	Number of international fairs and exhibitions*39
6.06	Number of operating airlines*116	14.04	Creative industries exports*41
6.07	International air transport network77		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads42		
7.02	Quality of railroad infrastructure49		
7.03	Quality of port infrastructure34		
7.04	Quality of ground transport network39		
7.05	Road density* 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.

South Africa

Key indicators

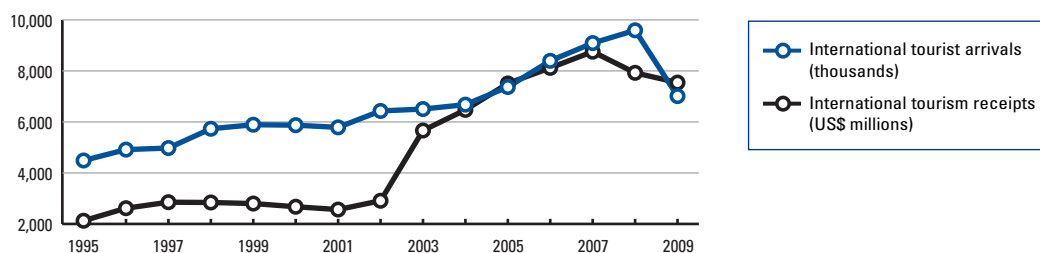
Population (millions), 2009.....	49.3
Surface area (1,000 square kilometers)	1,219.1
Gross domestic product (US\$ billions), 2009	287.2
Gross domestic product (PPP, US\$) per capita, 2009	10,229.1
Real GDP growth (percent), 2009.....	-1.8
Environmental Performance Index, 2010 (out of 163 economies).....	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), 20097,542.8



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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership..... 43	8.01	Hotel rooms*98
1.02	Property rights 29	8.02	Presence of major car rental companies* 1
1.03	Business impact of rules on FDI71	8.03	ATMs accepting Visa cards* 45
1.04	Visa requirements* 38		
1.05	Openness of bilateral Air Service Agreements*63	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking 27	9.01	Extent of business Internet use52
1.07	Time required to start a business*83	9.02	Internet users*107
1.08	Cost to start a business*52	9.03	Telephone lines*98
1.09	GATS commitments* 40	9.04	Broadband Internet subscribers*94
		9.05	Mobile telephone subscribers*73
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation..... 45	10.01	Ticket taxes and airport charges*57
2.02	Enforcement of environmental regulation58	10.02	Purchasing power parity*69
2.03	Sustainability of T&T industry development..... 32	10.03	Extent and effect of taxation 31
2.04	Carbon dioxide emissions*107	10.04	Fuel price levels* 46
2.05	Particulate matter concentration* 28	10.05	Hotel price index*63
2.06	Threatened species*102		
2.07	Environmental treaty ratification* 30	11th pillar: Human resources	
		11.01	Primary education enrollment*107
3rd pillar: Safety and security		11.02	Secondary education enrollment* 45
3.01	Business costs of terrorism..... 42	11.03	Quality of the educational system.....130
3.02	Reliability of police services.....104	11.04	Local availability of research and training services..... 49
3.03	Business costs of crime and violence137	11.05	Extent of staff training..... 26
3.04	Road traffic accidents*119	11.06	Hiring and firing practices135
		11.07	Ease of hiring foreign labor.....138
4th pillar: Health and hygiene		11.08	HIV prevalence*136
4.01	Physician density*95	11.09	Business impact of HIV/AIDS.....138
4.02	Access to improved sanitation*84	11.10	Life expectancy*124
4.03	Access to improved drinking water*80		
4.04	Hospital beds*67	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness*85
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors.....59
5.01	Government prioritization of the T&T industry 24	12.03	Extension of business trips recommended..... 8
5.02	T&T government expenditure*134		
5.03	Effectiveness of marketing and branding..... 26	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*85	13.01	Number of World Heritage natural sites* 10
5.05	Timeliness of providing monthly/quarterly T&T data* 46	13.02	Protected areas*83
		13.03	Quality of the natural environment..... 26
6th pillar: Air transport infrastructure		13.04	Total known species* 25
6.01	Quality of air transport infrastructure 18		
6.02	Available seat kilometers, domestic* 16	14th pillar: Cultural resources	
6.03	Available seat kilometers, international* 23	14.01	Number of World Heritage cultural sites*53
6.04	Departures per 1,000 population*61	14.02	Sports stadiums*62
6.05	Airport density*94	14.03	Number of international fairs and exhibitions* 35
6.06	Number of operating airlines* 29	14.04	Creative industries exports*53
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 network125		
7.05	Road density*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.

Spain

Key indicators

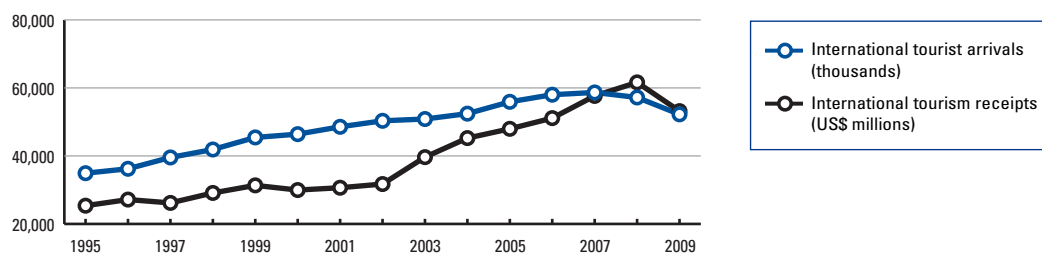
Population (millions), 2009.....	46.0
Surface area (1,000 square kilometers).....	505.4
Gross domestic product (US\$ billions), 2009.....	1,467.9
Gross domestic product (PPP, US\$) per capita, 2009.....	29,625.5
Real GDP growth (percent), 2009.....	-3.7
Environmental Performance Index, 2010 (out of 163 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), 200953,176.7



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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....28	8.01	Hotel rooms* 8
1.02	Property rights45	8.02	Presence of major car rental companies*40
1.03	Business impact of rules on FDI76	8.03	ATMs accepting Visa cards* 4
1.04	Visa requirements*42		
1.05	Openness of bilateral Air Service Agreements*86	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking70	9.01	Extent of business Internet use68
1.07	Time required to start a business*119	9.02	Internet users*32
1.08	Cost to start a business*83	9.03	Telephone lines*19
1.09	GATS commitments*65	9.04	Broadband Internet subscribers*28
		9.05	Mobile telephone subscribers*44
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation38	10.01	Ticket taxes and airport charges*31
2.02	Enforcement of environmental regulation44	10.02	Purchasing power parity*115
2.03	Sustainability of T&T industry development47	10.03	Extent and effect of taxation112
2.04	Carbon dioxide emissions*102	10.04	Fuel price levels*86
2.05	Particulate matter concentration*57	10.05	Hotel price index*52
2.06	Threatened species*101		
2.07	Environmental treaty ratification* 1	11th pillar: Human resources	
3rd pillar: Safety and security		11.01	Primary education enrollment* 4
3.01	Business costs of terrorism117	11.02	Secondary education enrollment* 3
3.02	Reliability of police services25	11.03	Quality of the educational system107
3.03	Business costs of crime and violence52	11.04	Local availability of research and training services26
3.04	Road traffic accidents*19	11.05	Extent of staff training89
		11.06	Hiring and firing practices137
4th pillar: Health and hygiene		11.07	Ease of hiring foreign labor62
4.01	Physician density*13	11.08	HIV prevalence*79
4.02	Access to improved sanitation* 1	11.09	Business impact of HIV/AIDS22
4.03	Access to improved drinking water* 1	11.10	Life expectancy* 7
4.04	Hospital beds*52		
5th pillar: Prioritization of Travel & Tourism		12th pillar: Affinity for Travel & Tourism	
5.01	Government prioritization of the T&T industry14	12.01	Tourism openness*70
5.02	T&T government expenditure*22	12.02	Attitude of population toward foreign visitors54
5.03	Effectiveness of marketing and branding17	12.03	Extension of business trips recommended 7
5.04	Comprehensiveness of annual T&T data* 1		
5.05	Timeliness of providing monthly/quarterly T&T data* 6	13th pillar: Natural resources	
6th pillar: Air transport infrastructure		13.01	Number of World Heritage natural sites* 7
6.01	Quality of air transport infrastructure31	13.02	Protected areas*78
6.02	Available seat kilometers, domestic* 10	13.03	Quality of the natural environment59
6.03	Available seat kilometers, international* 7	13.04	Total known species*68
6.04	Departures per 1,000 population*28		
6.05	Airport density*51	14th pillar: Cultural resources	
6.06	Number of operating airlines* 6	14.01	Number of World Heritage cultural sites* 2
6.07	International air transport network31	14.02	Sports stadiums*18
7th pillar: Ground transport infrastructure		14.03	Number of international fairs and exhibitions* 3
7.01	Quality of roads20	14.04	Creative industries exports*15
7.02	Quality of railroad infrastructure13		
7.03	Quality of port infrastructure18		
7.04	Quality of ground transport network13		
7.05	Road density*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.

Sri Lanka

Key indicators

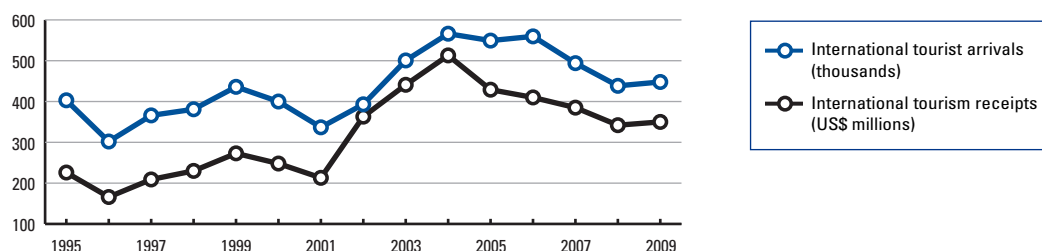
Population (millions), 2009.....	20.3
Surface area (1,000 square kilometers).....	65.6
Gross domestic product (US\$ billions), 2009.....	42.2
Gross domestic product (PPP, US\$) per capita, 2009.....	4,763.8
Real GDP growth (percent), 2009.....	3.5
Environmental Performance Index, 2010 (out of 163 economies).....	58

Travel & Tourism indicators

	Percent of total	2011–2020 annual growth (% forecast)
T&T industry, 2010 estimates		
GDP (US\$ millions).....	1,248	2.8
Employment (1,000 jobs).....	183	2.2
T&T economy, 2010 estimates		
GDP (US\$ millions).....	3,388	7.5
Employment (1,000 jobs).....	503	6.2

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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....80	8.01	Hotel rooms*110
1.02	Property rights64	8.02	Presence of major car rental companies*95
1.03	Business impact of rules on FDI 43	8.03	ATMs accepting Visa cards*92
1.04	Visa requirements*95		
1.05	Openness of bilateral Air Service Agreements*84	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking107	9.01	Extent of business Internet use 46
1.07	Time required to start a business*107	9.02	Internet users*108
1.08	Cost to start a business* 48	9.03	Telephone lines*77
1.09	GATS commitments*102	9.04	Broadband Internet subscribers*96
		9.05	Mobile telephone subscribers*98
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation55	10.01	Ticket taxes and airport charges*123
2.02	Enforcement of environmental regulation 49	10.02	Purchasing power parity* 21
2.03	Sustainability of T&T industry development 36	10.03	Extent and effect of taxation52
2.04	Carbon dioxide emissions* 25	10.04	Fuel price levels*114
2.05	Particulate matter concentration*117	10.05	Hotel price index* 5
2.06	Threatened species*134		
2.07	Environmental treaty ratification*65	11th pillar: Human resources	
		11.01	Primary education enrollment* 10
3rd pillar: Safety and security		11.02	Secondary education enrollment*72
3.01	Business costs of terrorism.....134	11.03	Quality of the educational system 44
3.02	Reliability of police services.....91	11.04	Local availability of research and training services 46
3.03	Business costs of crime and violence85	11.05	Extent of staff training 37
3.04	Road traffic accidents* 47	11.06	Hiring and firing practices94
		11.07	Ease of hiring foreign labor91
4th pillar: Health and hygiene		11.08	HIV prevalence* 1
4.01	Physician density*102	11.09	Business impact of HIV/AIDS 40
4.02	Access to improved sanitation*63	11.10	Life expectancy*92
4.03	Access to improved drinking water*82		
4.04	Hospital beds*58	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness*120
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors89
5.01	Government prioritization of the T&T industry 36	12.03	Extension of business trips recommended56
5.02	T&T government expenditure* 44		
5.03	Effectiveness of marketing and branding 36	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data* 44	13.01	Number of World Heritage natural sites* 24
5.05	Timeliness of providing monthly/quarterly T&T data*63	13.02	Protected areas* 42
		13.03	Quality of the natural environment 30
6th pillar: Air transport infrastructure		13.04	Total known species*64
6.01	Quality of air transport infrastructure62		
6.02	Available seat kilometers, domestic*103	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*60	14.01	Number of World Heritage cultural sites* 44
6.04	Departures per 1,000 population*92	14.02	Sports stadiums*105
6.05	Airport density*137	14.03	Number of international fairs and exhibitions*77
6.06	Number of operating airlines*76	14.04	Creative industries exports*69
6.07	International air transport network61		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads55		
7.02	Quality of railroad infrastructure 40		
7.03	Quality of port infrastructure 44		
7.04	Quality of ground transport network65		
7.05	Road density* 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.

Swaziland

Key indicators

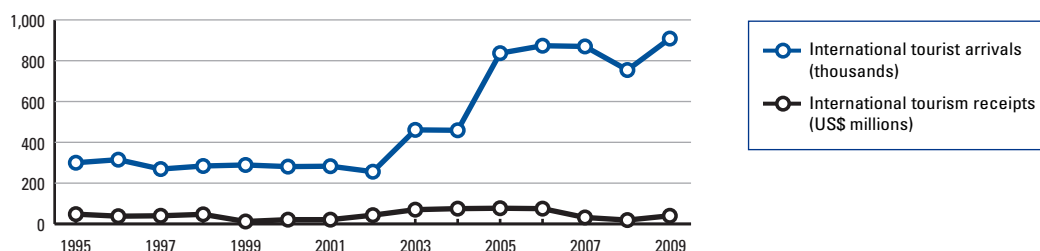
Population (millions), 2009.....	1.2
Surface area (1,000 square kilometers)	17.4
Gross domestic product (US\$ billions), 2009	3.0
Gross domestic product (PPP, US\$) per capita, 2009	5,743.0
Real GDP growth (percent), 2009.....	1.2
Environmental Performance Index, 2010 (out of 163 economies).....	101

Travel & Tourism indicators

	Percent of total	2011–2020 annual growth (% forecast)
T&T industry, 2010 estimates		
GDP (US\$ millions)	1.8	3.4
Employment (1,000 jobs).....	2.1	2.6
T&T economy, 2010 estimates		
GDP (US\$ millions)	4.3	3.3
Employment (1,000 jobs).....	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		
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		
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		
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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....82	8.01	Hotel rooms*102
1.02	Property rights 47	8.02	Presence of major car rental companies*95
1.03	Business impact of rules on FDI99	8.03	ATMs accepting Visa cards*108
1.04	Visa requirements* 35	<hr/>	
1.05	Openness of bilateral Air Service Agreements* 25	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking93	9.01	Extent of business Internet use123
1.07	Time required to start a business*123	9.02	Internet users*111
1.08	Cost to start a business*105	9.03	Telephone lines*109
1.09	GATS commitments* 37	9.04	Broadband Internet subscribers*112
<hr/>		9.05	Mobile telephone subscribers*112
2nd pillar: Environmental sustainability		<hr/>	
2.01	Stringency of environmental regulation76	10th pillar: Price competitiveness in the T&T industry	
2.02	Enforcement of environmental regulation60	10.01	Ticket taxes and airport charges* 1
2.03	Sustainability of T&T industry development55	10.02	Purchasing power parity* 41
2.04	Carbon dioxide emissions* 33	10.03	Extent and effect of taxation73
2.05	Particulate matter concentration*58	10.04	Fuel price levels* 44
2.06	Threatened species* 16	10.05	Hotel price index*n/a
2.07	Environmental treaty ratification*133	<hr/>	
<hr/>		11th pillar: Human resources	
3rd pillar: Safety and security		11.01	Primary education enrollment*118
3.01	Business costs of terrorism 44	11.02	Secondary education enrollment*112
3.02	Reliability of police services61	11.03	Quality of the educational system101
3.03	Business costs of crime and violence77	11.04	Local availability of research and training services137
3.04	Road traffic accidents*102	11.05	Extent of staff training97
<hr/>		11.06	Hiring and firing practices96
4th pillar: Health and hygiene		11.07	Ease of hiring foreign labor133
4.01	Physician density*113	11.08	HIV prevalence*139
4.02	Access to improved sanitation*98	11.09	Business impact of HIV/AIDS139
4.03	Access to improved drinking water*119	11.10	Life expectancy*134
4.04	Hospital beds*79	<hr/>	
<hr/>		12th pillar: Affinity for Travel & Tourism	
5th pillar: Prioritization of Travel & Tourism		12.01	Tourism openness*88
5.01	Government prioritization of the T&T industry56	12.02	Attitude of population toward foreign visitors69
5.02	T&T government expenditure*81	12.03	Extension of business trips recommended52
5.03	Effectiveness of marketing and branding 31	<hr/>	
5.04	Comprehensiveness of annual T&T data* 42	13th pillar: Natural resources	
5.05	Timeliness of providing monthly/quarterly T&T data*89	13.01	Number of World Heritage natural sites*75
<hr/>		13.02	Protected areas*113
6th pillar: Air transport infrastructure		13.03	Quality of the natural environment 32
6.01	Quality of air transport infrastructure125	13.04	Total known species*58
6.02	Available seat kilometers, domestic*103	<hr/>	
6.03	Available seat kilometers, international*137	14th pillar: Cultural resources	
6.04	Departures per 1,000 population*n/a	14.01	Number of World Heritage cultural sites*122
6.05	Airport density*58	14.02	Sports stadiums*135
6.06	Number of operating airlines*138	14.03	Number of international fairs and exhibitions*122
6.07	International air transport network129	14.04	Creative industries exports*n/a
<hr/>		<hr/>	
7th pillar: Ground transport infrastructure		<hr/>	
7.01	Quality of roads 39	<hr/>	
7.02	Quality of railroad infrastructure 35	<hr/>	
7.03	Quality of port infrastructure68	<hr/>	
7.04	Quality of ground transport network83	<hr/>	
7.05	Road density*81	<hr/>	

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

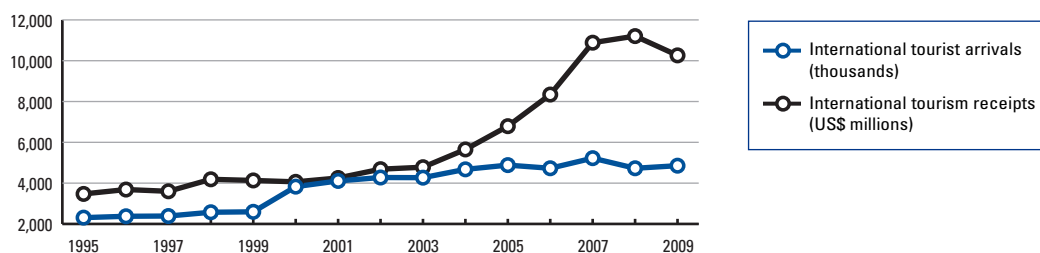
Population (millions), 2009.....	9.3
Surface area (1,000 square kilometers).....	450.3
Gross domestic product (US\$ billions), 2009.....	406.1
Gross domestic product (PPP, US\$) per capita, 2009.....	35,950.8
Real GDP growth (percent), 2009.....	-5.1
Environmental Performance Index, 2010 (out of 163 economies).....	4

Travel & Tourism indicators

	Percent of total	2011-2020 annual growth (% forecast)
T&T industry, 2010 estimates		
GDP (US\$ millions).....	13,229	2.7
Employment (1,000 jobs).....	117	2.6
T&T economy, 2010 estimates		
GDP (US\$ millions).....	38,864	8.0
Employment (1,000 jobs).....	335	7.5

Source: World Travel & Tourism Council, TSA Research 2010

International tourist arrivals (thousands), 2009.....4,855.3
 International tourism receipts (US\$ millions), 200910,261.5



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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01 Prevalence of foreign ownership.....	4	8.01 Hotel rooms*	22
1.02 Property rights	5	8.02 Presence of major car rental companies*	40
1.03 Business impact of rules on FDI	15	8.03 ATMs accepting Visa cards*	58
1.04 Visa requirements*	42		
1.05 Openness of bilateral Air Service Agreements*	78	9th pillar: ICT infrastructure	
1.06 Transparency of government policymaking	6	9.01 Extent of business Internet use	1
1.07 Time required to start a business*	62	9.02 Internet users*	3
1.08 Cost to start a business*	6	9.03 Telephone lines*	8
1.09 GATS commitments*	41	9.04 Broadband Internet subscribers*	8
		9.05 Mobile telephone subscribers*	29
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01 Stringency of environmental regulation	2	10.01 Ticket taxes and airport charges*	22
2.02 Enforcement of environmental regulation	2	10.02 Purchasing power parity*	127
2.03 Sustainability of T&T industry development	12	10.03 Extent and effect of taxation	110
2.04 Carbon dioxide emissions*	83	10.04 Fuel price levels*	108
2.05 Particulate matter concentration*	2	10.05 Hotel price index*	61
2.06 Threatened species*	2		
2.07 Environmental treaty ratification*	1	11th pillar: Human resources	
		11.01 Primary education enrollment*	60
3rd pillar: Safety and security		11.02 Secondary education enrollment*	15
3.01 Business costs of terrorism.....	30	11.03 Quality of the educational system	8
3.02 Reliability of police services.....	14	11.04 Local availability of research and training services	3
3.03 Business costs of crime and violence	27	11.05 Extent of staff training.....	1
3.04 Road traffic accidents*	8	11.06 Hiring and firing practices	128
		11.07 Ease of hiring foreign labor.....	61
4th pillar: Health and hygiene		11.08 HIV prevalence*	20
4.01 Physician density*	21	11.09 Business impact of HIV/AIDS	5
4.02 Access to improved sanitation*	1	11.10 Life expectancy*	7
4.03 Access to improved drinking water*	1		
4.04 Hospital beds*	60	12th pillar: Affinity for Travel & Tourism	
		12.01 Tourism openness*	59
5th pillar: Prioritization of Travel & Tourism		12.02 Attitude of population toward foreign visitors	23
5.01 Government prioritization of the T&T industry	61	12.03 Extension of business trips recommended	78
5.02 T&T government expenditure*	100		
5.03 Effectiveness of marketing and branding	40	13th pillar: Natural resources	
5.04 Comprehensiveness of annual T&T data*	75	13.01 Number of World Heritage natural sites*	24
5.05 Timeliness of providing monthly/quarterly T&T data*	46	13.02 Protected areas*	62
		13.03 Quality of the natural environment	1
6th pillar: Air transport infrastructure		13.04 Total known species*	109
6.01 Quality of air transport infrastructure	12		
6.02 Available seat kilometers, domestic*	36	14th pillar: Cultural resources	
6.03 Available seat kilometers, international*	41	14.01 Number of World Heritage cultural sites*	19
6.04 Departures per 1,000 population*	16	14.02 Sports stadiums*	16
6.05 Airport density*	10	14.03 Number of international fairs and exhibitions*	16
6.06 Number of operating airlines*	21	14.04 Creative industries exports*	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		

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

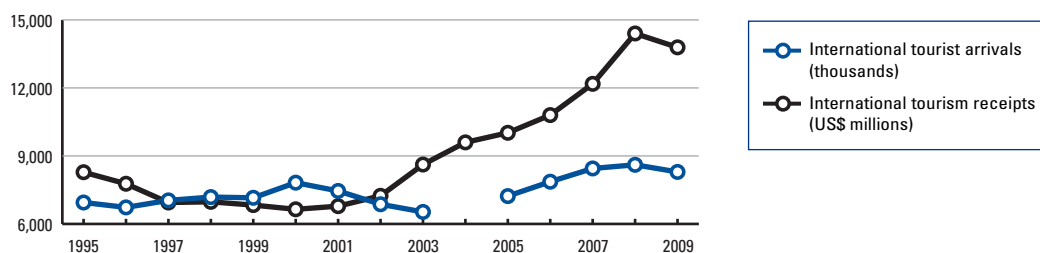
Population (millions), 2009.....	7.7
Surface area (1,000 square kilometers)	41.3
Gross domestic product (US\$ billions), 2009	491.9
Gross domestic product (PPP, US\$) per capita, 2009	40,483.5
Real GDP growth (percent), 2009.....	-1.9
Environmental Performance Index, 2010 (out of 163 economies).....	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), 200913,789.3



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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....17	8.01	Hotel rooms* 9
1.02	Property rights 1	8.02	Presence of major car rental companies*40
1.03	Business impact of rules on FDI26	8.03	ATMs accepting Visa cards*13
1.04	Visa requirements*42		
1.05	Openness of bilateral Air Service Agreements*65	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking 5	9.01	Extent of business Internet use15
1.07	Time required to start a business*80	9.02	Internet users* 10
1.08	Cost to start a business*25	9.03	Telephone lines* 2
1.09	GATS commitments*75	9.04	Broadband Internet subscribers* 3
		9.05	Mobile telephone subscribers*35
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation 4	10.01	Ticket taxes and airport charges*101
2.02	Enforcement of environmental regulation 3	10.02	Purchasing power parity*136
2.03	Sustainability of T&T industry development 9	10.03	Extent and effect of taxation 10
2.04	Carbon dioxide emissions*80	10.04	Fuel price levels*97
2.05	Particulate matter concentration*43	10.05	Hotel price index*100
2.06	Threatened species* 6		
2.07	Environmental treaty ratification*16	11th pillar: Human resources	
		11.01	Primary education enrollment*65
3rd pillar: Safety and security		11.02	Secondary education enrollment*42
3.01	Business costs of terrorism.....26	11.03	Quality of the educational system 2
3.02	Reliability of police services..... 6	11.04	Local availability of research and training services 1
3.03	Business costs of crime and violence12	11.05	Extent of staff training 2
3.04	Road traffic accidents* 5	11.06	Hiring and firing practices 4
		11.07	Ease of hiring foreign labor 10
4th pillar: Health and hygiene		11.08	HIV prevalence*79
4.01	Physician density* 6	11.09	Business impact of HIV/AIDS13
4.02	Access to improved sanitation* 1	11.10	Life expectancy* 2
4.03	Access to improved drinking water* 1		
4.04	Hospital beds*29	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness*68
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors19
5.01	Government prioritization of the T&T industry21	12.03	Extension of business trips recommended15
5.02	T&T government expenditure*19		
5.03	Effectiveness of marketing and branding 7	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*75	13.01	Number of World Heritage natural sites*17
5.05	Timeliness of providing monthly/quarterly T&T data*12	13.02	Protected areas*18
		13.03	Quality of the natural environment 5
6th pillar: Air transport infrastructure		13.04	Total known species*100
6.01	Quality of air transport infrastructure 5		
6.02	Available seat kilometers, domestic*56	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*25	14.01	Number of World Heritage cultural sites*38
6.04	Departures per 1,000 population*17	14.02	Sports stadiums*17
6.05	Airport density*52	14.03	Number of international fairs and exhibitions*13
6.06	Number of operating airlines* 10	14.04	Creative industries exports* 9
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 infrastructure35		
7.04	Quality of ground transport network 1		
7.05	Road density*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.

Syria

Key indicators

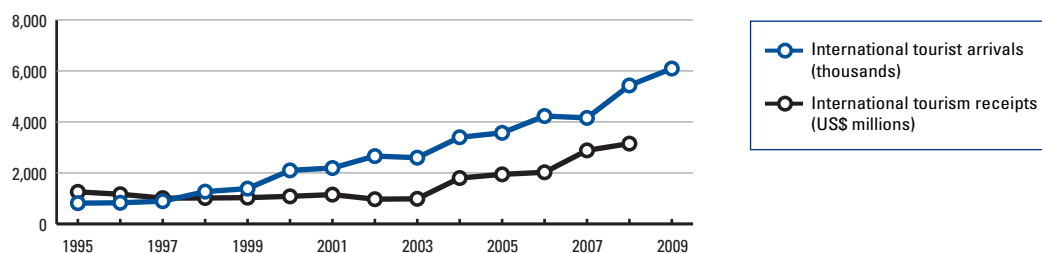
Population (millions), 2009.....	21.1
Surface area (1,000 square kilometers).....	185.2
Gross domestic product (US\$ billions), 2009.....	52.6
Gross domestic product (PPP, US\$) per capita, 2009.....	4,938.9
Real GDP growth (percent), 2009.....	4.0
Environmental Performance Index, 2010 (out of 163 economies).....	56

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (% forecast)
T&T industry, 2010 estimates			
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), 20083,150.0



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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....137	8.01	Hotel rooms*107
1.02	Property rights62	8.02	Presence of major car rental companies*95
1.03	Business impact of rules on FDI114	8.03	ATMs accepting Visa cards*133
1.04	Visa requirements*113		
1.05	Openness of bilateral Air Service Agreements*87	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking133	9.01	Extent of business Internet use137
1.07	Time required to start a business* 50	9.02	Internet users*90
1.08	Cost to start a business*109	9.03	Telephone lines*73
1.09	GATS commitments*n/a	9.04	Broadband Internet subscribers*110
		9.05	Mobile telephone subscribers*117
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation112	10.01	Ticket taxes and airport charges* 50
2.02	Enforcement of environmental regulation123	10.02	Purchasing power parity*53
2.03	Sustainability of T&T industry development99	10.03	Extent and effect of taxation67
2.04	Carbon dioxide emissions*66	10.04	Fuel price levels* 43
2.05	Particulate matter concentration*114	10.05	Hotel price index*90
2.06	Threatened species*106		
2.07	Environmental treaty ratification*65	11th pillar: Human resources	
		11.01	Primary education enrollment*61
3rd pillar: Safety and security		11.02	Secondary education enrollment*96
3.01	Business costs of terrorism 6	11.03	Quality of the educational system109
3.02	Reliability of police services94	11.04	Local availability of research and training services114
3.03	Business costs of crime and violence 1	11.05	Extent of staff training139
3.04	Road traffic accidents*118	11.06	Hiring and firing practices99
		11.07	Ease of hiring foreign labor139
		11.08	HIV prevalence* 1
4th pillar: Health and hygiene		11.09	Business impact of HIV/AIDS 33
4.01	Physician density*103	11.10	Life expectancy*74
4.02	Access to improved sanitation* 46		
4.03	Access to improved drinking water*86	12th pillar: Affinity for Travel & Tourism	
4.04	Hospital beds*96	12.01	Tourism openness* 36
		12.02	Attitude of population toward foreign visitors 11
5th pillar: Prioritization of Travel & Tourism		12.03	Extension of business trips recommended 11
5.01	Government prioritization of the T&T industry67		
5.02	T&T government expenditure*73	13th pillar: Natural resources	
5.03	Effectiveness of marketing and branding88	13.01	Number of World Heritage natural sites*75
5.04	Comprehensiveness of annual T&T data* 36	13.02	Protected areas*132
5.05	Timeliness of providing monthly/quarterly T&T data*89	13.03	Quality of the natural environment72
		13.04	Total known species*105
6th pillar: Air transport infrastructure		14th pillar: Cultural resources	
6.01	Quality of air transport infrastructure126	14.01	Number of World Heritage cultural sites*53
6.02	Available seat kilometers, domestic*66	14.02	Sports stadiums*103
6.03	Available seat kilometers, international*80	14.03	Number of international fairs and exhibitions*125
6.04	Departures per 1,000 population*93	14.04	Creative industries exports*60
6.05	Airport density*114		
6.06	Number of operating airlines* 42		
6.07	International air transport network122		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads85		
7.02	Quality of railroad infrastructure66		
7.03	Quality of port infrastructure117		
7.04	Quality of ground transport network59		
7.05	Road density*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.

Taiwan, China

Key indicators

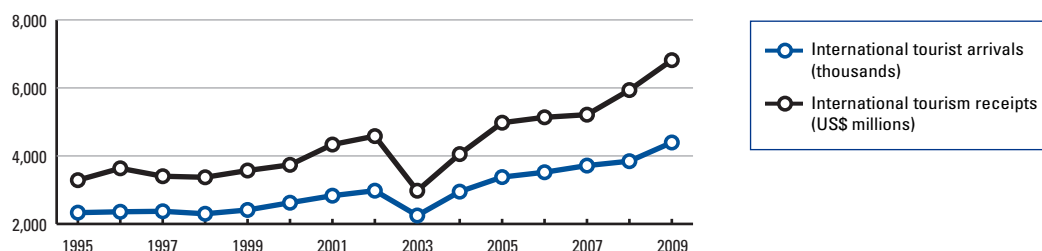
Population (millions), 2009.....	23.1
Surface area (1,000 square kilometers).....	36.2
Gross domestic product (US\$ billions), 2009.....	378.5
Gross domestic product (PPP, US\$) per capita, 2009.....	31,775.9
Real GDP growth (percent), 2009.....	-1.9
Environmental Performance Index, 2010 (out of 163 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
Employment (1,000 jobs).....	149	1.4
T&T economy, 2010 estimates		
GDP (US\$ millions).....	14,887	3.6
Employment (1,000 jobs).....	444	4.3

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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....37	8.01	Hotel rooms*52
1.02	Property rights 19	8.02	Presence of major car rental companies*133
1.03	Business impact of rules on FDI 20	8.03	ATMs accepting Visa cards* 16
1.04	Visa requirements*98		
1.05	Openness of bilateral Air Service Agreements*n/a	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking 7	9.01	Extent of business Internet use 10
1.07	Time required to start a business*62	9.02	Internet users* 24
1.08	Cost to start a business*40	9.03	Telephone lines* 1
1.09	GATS commitments*n/a	9.04	Broadband Internet subscribers* 29
		9.05	Mobile telephone subscribers*43
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation40	10.01	Ticket taxes and airport charges* 17
2.02	Enforcement of environmental regulation40	10.02	Purchasing power parity*52
2.03	Sustainability of T&T industry development56	10.03	Extent and effect of taxation 25
2.04	Carbon dioxide emissions*120	10.04	Fuel price levels* 24
2.05	Particulate matter concentration*100	10.05	Hotel price index*68
2.06	Threatened species*114		
2.07	Environmental treaty ratification*n/a	11th pillar: Human resources	
		11.01	Primary education enrollment* 31
3rd pillar: Safety and security		11.02	Secondary education enrollment* 30
3.01	Business costs of terrorism63	11.03	Quality of the educational system 17
3.02	Reliability of police services 34	11.04	Local availability of research and training services 21
3.03	Business costs of crime and violence39	11.05	Extent of staff training 31
3.04	Road traffic accidents*77	11.06	Hiring and firing practices 26
		11.07	Ease of hiring foreign labor125
4th pillar: Health and hygiene		11.08	HIV prevalence*48
4.01	Physician density*47	11.09	Business impact of HIV/AIDS49
4.02	Access to improved sanitation*n/a	11.10	Life expectancy* 27
4.03	Access to improved drinking water*n/a		
4.04	Hospital beds* 19	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness*86
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors68
5.01	Government prioritization of the T&T industry58	12.03	Extension of business trips recommended57
5.02	T&T government expenditure*114		
5.03	Effectiveness of marketing and branding49	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*88	13.01	Number of World Heritage natural sites*75
5.05	Timeliness of providing monthly/quarterly T&T data* 12	13.02	Protected areas*89
		13.03	Quality of the natural environment63
6th pillar: Air transport infrastructure		13.04	Total known species*70
6.01	Quality of air transport infrastructure53		
6.02	Available seat kilometers, domestic*41	14th pillar: Cultural resources	
6.03	Available seat kilometers, international* 24	14.01	Number of World Heritage cultural sites*122
6.04	Departures per 1,000 population*n/a	14.02	Sports stadiums*69
6.05	Airport density*72	14.03	Number of international fairs and exhibitions* 33
6.06	Number of operating airlines*55	14.04	Creative industries exports* 27
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		

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

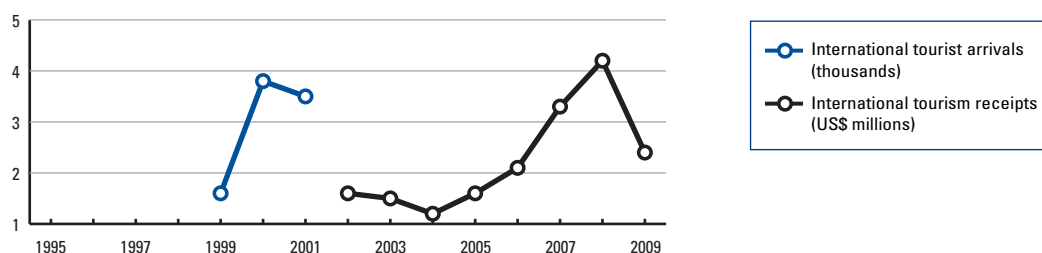
Population (millions), 2009.....	7.0
Surface area (1,000 square kilometers)	142.6
Gross domestic product (US\$ billions), 2009	5.0
Gross domestic product (PPP, US\$) per capita, 2009	1,827.1
Real GDP growth (percent), 2009.....	3.4
Environmental Performance Index, 2010 (out of 163 economies).....	111

Travel & Tourism indicators

	Percent of total	2011–2020 annual growth (% forecast)
T&T industry, 2010 estimates		
GDP (US\$ millions)	n/a	n/a
Employment (1,000 jobs).....	n/a	n/a
T&T economy, 2010 estimates		
GDP (US\$ millions)	n/a	n/a
Employment (1,000 jobs).....	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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....128	8.01	Hotel rooms*137
1.02	Property rights97	8.02	Presence of major car rental companies*133
1.03	Business impact of rules on FDI107	8.03	ATMs accepting Visa cards*112
1.04	Visa requirements*126		
1.05	Openness of bilateral Air Service Agreements*n/a	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking101	9.01	Extent of business Internet use114
1.07	Time required to start a business*90	9.02	Internet users*102
1.08	Cost to start a business*108	9.03	Telephone lines*108
1.09	GATS commitments*n/a	9.04	Broadband Internet subscribers*119
		9.05	Mobile telephone subscribers*97
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation107	10.01	Ticket taxes and airport charges*120
2.02	Enforcement of environmental regulation84	10.02	Purchasing power parity*5
2.03	Sustainability of T&T industry development78	10.03	Extent and effect of taxation78
2.04	Carbon dioxide emissions*36	10.04	Fuel price levels*60
2.05	Particulate matter concentration*93	10.05	Hotel price index*n/a
2.06	Threatened species*63		
2.07	Environmental treaty ratification*133	11th pillar: Human resources	
		11.01	Primary education enrollment*35
3rd pillar: Safety and security		11.02	Secondary education enrollment*77
3.01	Business costs of terrorism64	11.03	Quality of the educational system113
3.02	Reliability of police services88	11.04	Local availability of research and training services121
3.03	Business costs of crime and violence36	11.05	Extent of staff training118
3.04	Road traffic accidents*56	11.06	Hiring and firing practices54
		11.07	Ease of hiring foreign labor37
4th pillar: Health and hygiene		11.08	HIV prevalence*56
4.01	Physician density*55	11.09	Business impact of HIV/AIDS104
4.02	Access to improved sanitation*56	11.10	Life expectancy*100
4.03	Access to improved drinking water*118		
4.04	Hospital beds*24	12th pillar: Affinity for Travel & Tourism	
5th pillar: Prioritization of Travel & Tourism		12.01	Tourism openness*139
5.01	Government prioritization of the T&T industry87	12.02	Attitude of population toward foreign visitors53
5.02	T&T government expenditure*n/a	12.03	Extension of business trips recommended113
5.03	Effectiveness of marketing and branding111		
5.04	Comprehensiveness of annual T&T data*137	13th pillar: Natural resources	
5.05	Timeliness of providing monthly/quarterly T&T data*123	13.01	Number of World Heritage natural sites*75
6th pillar: Air transport infrastructure		13.02	Protected areas*107
6.01	Quality of air transport infrastructure107	13.03	Quality of the natural environment62
6.02	Available seat kilometers, domestic*97	13.04	Total known species*102
6.03	Available seat kilometers, international*99		
6.04	Departures per 1,000 population*87	14th pillar: Cultural resources	
6.05	Airport density*92	14.01	Number of World Heritage cultural sites*89
6.06	Number of operating airlines*84	14.02	Sports stadiums*113
6.07	International air transport network107	14.03	Number of international fairs and exhibitions*132
		14.04	Creative industries exports*n/a
7th pillar: Ground transport infrastructure			
7.01	Quality of roads102		
7.02	Quality of railroad infrastructure51		
7.03	Quality of port infrastructure137		
7.04	Quality of ground transport network94		
7.05	Road density*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.

Tanzania

Key indicators

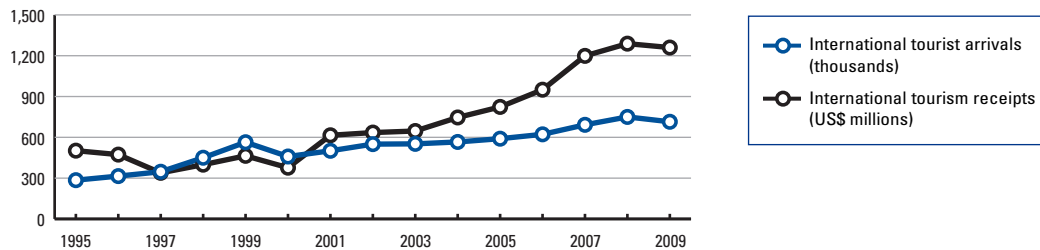
Population (millions), 2009.....	43.7
Surface area (1,000 square kilometers)	947.3
Gross domestic product (US\$ billions), 2009	21.3
Gross domestic product (PPP, US\$) per capita, 2009	1,421.5
Real GDP growth (percent), 2009.....	6.0
Environmental Performance Index, 2010 (out of 163 economies).....	126

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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....95	8.01	Hotel rooms*115
1.02	Property rights104	8.02	Presence of major car rental companies*112
1.03	Business impact of rules on FDI89	8.03	ATMs accepting Visa cards*126
1.04	Visa requirements*92		
1.05	Openness of bilateral Air Service Agreements*112	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking85	9.01	Extent of business Internet use122
1.07	Time required to start a business*95	9.02	Internet users*133
1.08	Cost to start a business*103	9.03	Telephone lines*134
1.09	GATS commitments*61	9.04	Broadband Internet subscribers*133
		9.05	Mobile telephone subscribers*123
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation82	10.01	Ticket taxes and airport charges*76
2.02	Enforcement of environmental regulation68	10.02	Purchasing power parity*9
2.03	Sustainability of T&T industry development65	10.03	Extent and effect of taxation65
2.04	Carbon dioxide emissions*12	10.04	Fuel price levels*69
2.05	Particulate matter concentration*42	10.05	Hotel price index*86
2.06	Threatened species*112		
2.07	Environmental treaty ratification*30	11th pillar: Human resources	
3rd pillar: Safety and security		11.01	Primary education enrollment*46
3.01	Business costs of terrorism85	11.02	Secondary education enrollment*133
3.02	Reliability of police services84	11.03	Quality of the educational system99
3.03	Business costs of crime and violence76	11.04	Local availability of research and training services107
3.04	Road traffic accidents*123	11.05	Extent of staff training106
4th pillar: Health and hygiene		11.06	Hiring and firing practices88
4.01	Physician density*138	11.07	Ease of hiring foreign labor103
4.02	Access to improved sanitation*125	11.08	HIV prevalence*128
4.03	Access to improved drinking water*129	11.09	Business impact of HIV/AIDS125
4.04	Hospital beds*112	11.10	Life expectancy*124
5th pillar: Prioritization of Travel & Tourism		12th pillar: Affinity for Travel & Tourism	
5.01	Government prioritization of the T&T industry95	12.01	Tourism openness*22
5.02	T&T government expenditure*30	12.02	Attitude of population toward foreign visitors128
5.03	Effectiveness of marketing and branding74	12.03	Extension of business trips recommended124
5.04	Comprehensiveness of annual T&T data*88	13th pillar: Natural resources	
5.05	Timeliness of providing monthly/quarterly T&T data*109	13.01	Number of World Heritage natural sites*10
6th pillar: Air transport infrastructure		13.02	Protected areas*12
6.01	Quality of air transport infrastructure118	13.03	Quality of the natural environment70
6.02	Available seat kilometers, domestic*55	13.04	Total known species*12
6.03	Available seat kilometers, international*92	14th pillar: Cultural resources	
6.04	Departures per 1,000 population*115	14.01	Number of World Heritage cultural sites*62
6.05	Airport density*99	14.02	Sports stadiums*116
6.06	Number of operating airlines*79	14.03	Number of international fairs and exhibitions*69
6.07	International air transport network110	14.04	Creative industries exports*79
7th pillar: Ground transport infrastructure			
7.01	Quality of roads104		
7.02	Quality of railroad infrastructure72		
7.03	Quality of port infrastructure119		
7.04	Quality of ground transport network120		
7.05	Road density*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.

Thailand

Key indicators

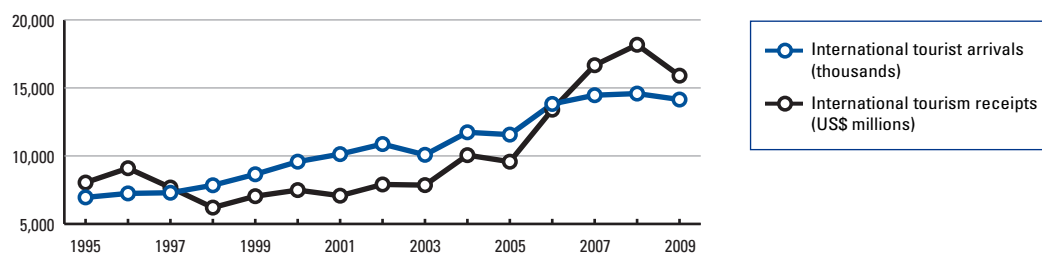
Population (millions), 2009.....	67.8
Surface area (1,000 square kilometers).....	513.1
Gross domestic product (US\$ billions), 2009.....	264.0
Gross domestic product (PPP, US\$) per capita, 2009.....	8,050.9
Real GDP growth (percent), 2009.....	-2.2
Environmental Performance Index, 2010 (out of 163 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), 200915,901.2



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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....60	8.01	Hotel rooms*53
1.02	Property rights89	8.02	Presence of major car rental companies* 40
1.03	Business impact of rules on FDI 39	8.03	ATMs accepting Visa cards* 31
1.04	Visa requirements*79		
1.05	Openness of bilateral Air Service Agreements*62	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking63	9.01	Extent of business Internet use56
1.07	Time required to start a business*102	9.02	Internet users*83
1.08	Cost to start a business*50	9.03	Telephone lines*91
1.09	GATS commitments*85	9.04	Broadband Internet subscribers*89
		9.05	Mobile telephone subscribers*65
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation63	10.01	Ticket taxes and airport charges*48
2.02	Enforcement of environmental regulation63	10.02	Purchasing power parity* 36
2.03	Sustainability of T&T industry development 39	10.03	Extent and effect of taxation53
2.04	Carbon dioxide emissions*72	10.04	Fuel price levels*46
2.05	Particulate matter concentration*110	10.05	Hotel price index* 8
2.06	Threatened species*111		
2.07	Environmental treaty ratification*108	11th pillar: Human resources	
		11.01	Primary education enrollment*94
3rd pillar: Safety and security		11.02	Secondary education enrollment*95
3.01	Business costs of terrorism120	11.03	Quality of the educational system66
3.02	Reliability of police services87	11.04	Local availability of research and training services69
3.03	Business costs of crime and violence82	11.05	Extent of staff training62
3.04	Road traffic accidents*81	11.06	Hiring and firing practices 31
		11.07	Ease of hiring foreign labor85
4th pillar: Health and hygiene		11.08	HIV prevalence*114
4.01	Physician density*108	11.09	Business impact of HIV/AIDS106
4.02	Access to improved sanitation*46	11.10	Life expectancy*87
4.03	Access to improved drinking water*51		
4.04	Hospital beds*76	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness* 35
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors 8
5.01	Government prioritization of the T&T industry 16	12.03	Extension of business trips recommended 17
5.02	T&T government expenditure*85		
5.03	Effectiveness of marketing and branding 20	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*111	13.01	Number of World Heritage natural sites* 24
5.05	Timeliness of providing monthly/quarterly T&T data* 12	13.02	Protected areas* 30
		13.03	Quality of the natural environment76
6th pillar: Air transport infrastructure		13.04	Total known species* 17
6.01	Quality of air transport infrastructure 28		
6.02	Available seat kilometers, domestic* 19	14th pillar: Cultural resources	
6.03	Available seat kilometers, international* 12	14.01	Number of World Heritage cultural sites*73
6.04	Departures per 1,000 population*78	14.02	Sports stadiums*106
6.05	Airport density*91	14.03	Number of international fairs and exhibitions* 30
6.06	Number of operating airlines* 14	14.04	Creative industries exports* 19
6.07	International air transport network 22		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads 36		
7.02	Quality of railroad infrastructure57		
7.03	Quality of port infrastructure43		
7.04	Quality of ground transport network41		
7.05	Road density*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.

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

T&T industry, 2010 estimates

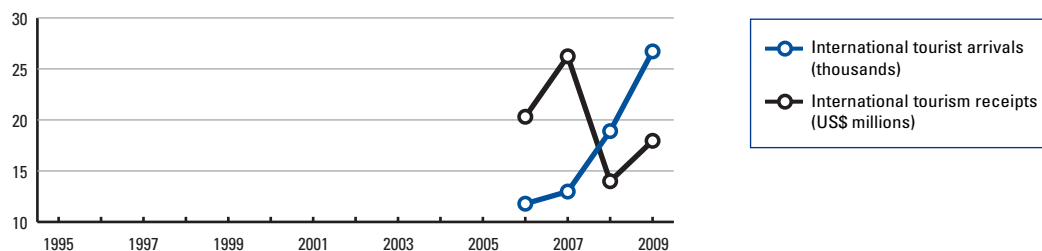
	Percent of total	2011-2020 annual growth (% forecast)
GDP (US\$ millions)	n/a	n/a
Employment (1,000 jobs).....	n/a	n/a

T&T economy, 2010 estimates

GDP (US\$ millions)	n/a	n/a
Employment (1,000 jobs).....	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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....77	8.01	Hotel rooms*117
1.02	Property rights131	8.02	Presence of major car rental companies*133
1.03	Business impact of rules on FDI104	8.03	ATMs accepting Visa cards*125
1.04	Visa requirements* 12	9th pillar: ICT infrastructure	
1.05	Openness of bilateral Air Service Agreements*n/a	9.01	Extent of business Internet use133
1.06	Transparency of government policymaking131	9.02	Internet users*139
1.07	Time required to start a business*131	9.03	Telephone lines*139
1.08	Cost to start a business*90	9.04	Broadband Internet subscribers*134
1.09	GATS commitments*n/a	9.05	Mobile telephone subscribers*129
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation129	10.01	Ticket taxes and airport charges*n/a
2.02	Enforcement of environmental regulation113	10.02	Purchasing power parity*79
2.03	Sustainability of T&T industry development110	10.03	Extent and effect of taxation 16
2.04	Carbon dioxide emissions* 13	10.04	Fuel price levels*85
2.05	Particulate matter concentration*n/a	10.05	Hotel price index*n/a
2.06	Threatened species*51	11th pillar: Human resources	
2.07	Environmental treaty ratification*136	11.01	Primary education enrollment*123
3rd pillar: Safety and security		11.02	Secondary education enrollment*113
3.01	Business costs of terrorism106	11.03	Quality of the educational system114
3.02	Reliability of police services93	11.04	Local availability of research and training services136
3.03	Business costs of crime and violence109	11.05	Extent of staff training126
3.04	Road traffic accidents*68	11.06	Hiring and firing practices101
4th pillar: Health and hygiene		11.07	Ease of hiring foreign labor86
4.01	Physician density*123	11.08	HIV prevalence* 48
4.02	Access to improved sanitation*106	11.09	Business impact of HIV/AIDS110
4.03	Access to improved drinking water*119	11.10	Life expectancy*111
4.04	Hospital beds*n/a	12th pillar: Affinity for Travel & Tourism	
5th pillar: Prioritization of Travel & Tourism		12.01	Tourism openness* 20
5.01	Government prioritization of the T&T industry117	12.02	Attitude of population toward foreign visitors133
5.02	T&T government expenditure*n/a	12.03	Extension of business trips recommended133
5.03	Effectiveness of marketing and branding112	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*133	13.01	Number of World Heritage natural sites*75
5.05	Timeliness of providing monthly/quarterly T&T data*102	13.02	Protected areas*86
6th pillar: Air transport infrastructure		13.03	Quality of the natural environment87
6.01	Quality of air transport infrastructure134	13.04	Total known species*126
6.02	Available seat kilometers, domestic*103	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*125	14.01	Number of World Heritage cultural sites*122
6.04	Departures per 1,000 population*n/a	14.02	Sports stadiums*136
6.05	Airport density* 24	14.03	Number of international fairs and exhibitions*n/a
6.06	Number of operating airlines*122	14.04	Creative industries exports*123
6.07	International air transport network135	7th pillar: Ground transport infrastructure	
7.01	Quality of roads132	7.01	Quality of roads132
7.02	Quality of railroad infrastructuren/a	7.02	Quality of railroad infrastructuren/a
7.03	Quality of port infrastructure134	7.03	Quality of port infrastructure134
7.04	Quality of ground transport network138	7.04	Quality of ground transport network138
7.05	Road density*n/a	7.05	Road density*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.

Trinidad and Tobago

Key indicators

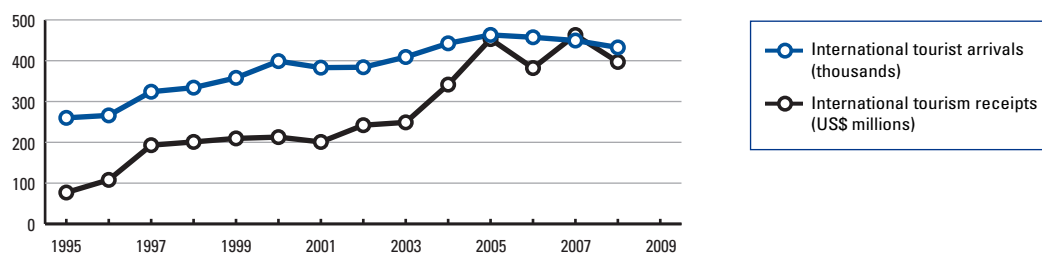
Population (millions), 2009.....	1.3
Surface area (1,000 square kilometers).....	5.1
Gross domestic product (US\$ billions), 2009.....	19.6
Gross domestic product (PPP, US\$) per capita, 2009.....	n/a
Real GDP growth (percent), 2009.....	-3.5
Environmental Performance Index, 2010 (out of 163 economies).....	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), 2008397.0



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	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....70	8.01	Hotel rooms*59
1.02	Property rights75	8.02	Presence of major car rental companies*64
1.03	Business impact of rules on FDI52	8.03	ATMs accepting Visa cards*72
1.04	Visa requirements* 33	9th pillar: ICT infrastructure	
1.05	Openness of bilateral Air Service Agreements* 44	9.01	Extent of business Internet use74
1.06	Transparency of government policymaking81	9.02	Internet users*51
1.07	Time required to start a business*117	9.03	Telephone lines*58
1.08	Cost to start a business* 11	9.04	Broadband Internet subscribers* 50
1.09	GATS commitments* 2	9.05	Mobile telephone subscribers* 18
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation102	10.01	Ticket taxes and airport charges*65
2.02	Enforcement of environmental regulation116	10.02	Purchasing power parity*80
2.03	Sustainability of T&T industry development101	10.03	Extent and effect of taxation 26
2.04	Carbon dioxide emissions*133	10.04	Fuel price levels* 9
2.05	Particulate matter concentration*126	10.05	Hotel price index*104
2.06	Threatened species* 18	11th pillar: Human resources	
2.07	Environmental treaty ratification* 46	11.01	Primary education enrollment*79
3rd pillar: Safety and security		11.02	Secondary education enrollment*65
3.01	Business costs of terrorism89	11.03	Quality of the educational system 30
3.02	Reliability of police services107	11.04	Local availability of research and training services59
3.03	Business costs of crime and violence131	11.05	Extent of staff training51
3.04	Road traffic accidents*67	11.06	Hiring and firing practices69
4th pillar: Health and hygiene		11.07	Ease of hiring foreign labor76
4.01	Physician density*83	11.08	HIV prevalence*117
4.02	Access to improved sanitation*59	11.09	Business impact of HIV/AIDS119
4.03	Access to improved drinking water*68	11.10	Life expectancy*87
4.04	Hospital beds*70	12th pillar: Affinity for Travel & Tourism	
5th pillar: Prioritization of Travel & Tourism		12.01	Tourism openness*112
5.01	Government prioritization of the T&T industry115	12.02	Attitude of population toward foreign visitors98
5.02	T&T government expenditure* 33	12.03	Extension of business trips recommended104
5.03	Effectiveness of marketing and branding103	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*75	13.01	Number of World Heritage natural sites*75
5.05	Timeliness of providing monthly/quarterly T&T data*108	13.02	Protected areas*66
6th pillar: Air transport infrastructure		13.03	Quality of the natural environment68
6.01	Quality of air transport infrastructure 40	13.04	Total known species*65
6.02	Available seat kilometers, domestic*74	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*88	14.01	Number of World Heritage cultural sites*122
6.04	Departures per 1,000 population* 33	14.02	Sports stadiums* 35
6.05	Airport density* 32	14.03	Number of international fairs and exhibitions*92
6.06	Number of operating airlines*108	14.04	Creative industries exports*96
6.07	International air transport network 39	7th pillar: Ground transport infrastructure	
7.01	Quality of roads64	7.01	Quality of roads64
7.02	Quality of railroad infrastructuren/a	7.02	Quality of railroad infrastructuren/a
7.03	Quality of port infrastructure66	7.03	Quality of port infrastructure66
7.04	Quality of ground transport network56	7.04	Quality of ground transport network56
7.05	Road density* 21	7.05	Road density* 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.

Tunisia

Key indicators

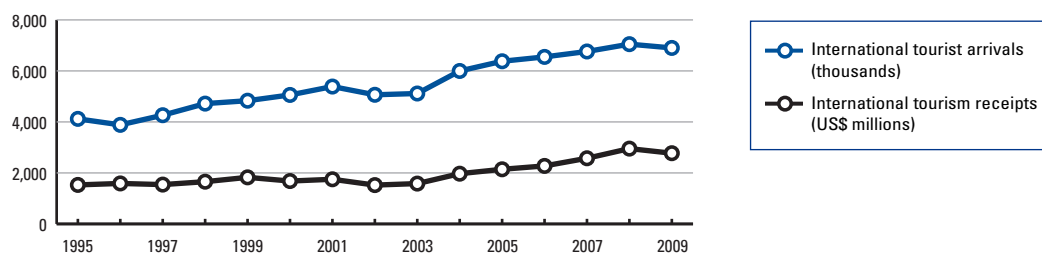
Population (millions), 2009.....	10.4
Surface area (1,000 square kilometers)	163.6
Gross domestic product (US\$ billions), 2009	43.5
Gross domestic product (PPP, US\$) per capita, 2009	9,154.1
Real GDP growth (percent), 2009.....	3.1
Environmental Performance Index, 2010 (out of 163 economies).....	74

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), 20092,773.1



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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01 Prevalence of foreign ownership.....	45	8.01 Hotel rooms*	23
1.02 Property rights	31	8.02 Presence of major car rental companies*	40
1.03 Business impact of rules on FDI	6	8.03 ATMs accepting Visa cards*	85
1.04 Visa requirements*	16		
1.05 Openness of bilateral Air Service Agreements*	60	9th pillar: ICT infrastructure	
1.06 Transparency of government policymaking	20	9.01 Extent of business Internet use	65
1.07 Time required to start a business*	44	9.02 Internet users*	66
1.08 Cost to start a business*	44	9.03 Telephone lines*	86
1.09 GATS commitments*	93	9.04 Broadband Internet subscribers*	75
		9.05 Mobile telephone subscribers*	69
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01 Stringency of environmental regulation	33	10.01 Ticket taxes and airport charges*	59
2.02 Enforcement of environmental regulation	28	10.02 Purchasing power parity*	29
2.03 Sustainability of T&T industry development	11	10.03 Extent and effect of taxation	14
2.04 Carbon dioxide emissions*	61	10.04 Fuel price levels*	57
2.05 Particulate matter concentration*	53	10.05 Hotel price index*	13
2.06 Threatened species*	81		
2.07 Environmental treaty ratification*	65	11th pillar: Human resources	
		11.01 Primary education enrollment*	32
3rd pillar: Safety and security		11.02 Secondary education enrollment*	55
3.01 Business costs of terrorism.....	28	11.03 Quality of the educational system	20
3.02 Reliability of police services.....	29	11.04 Local availability of research and training services	27
3.03 Business costs of crime and violence	5	11.05 Extent of staff training.....	18
3.04 Road traffic accidents*	126	11.06 Hiring and firing practices	52
		11.07 Ease of hiring foreign labor.....	92
4th pillar: Health and hygiene		11.08 HIV prevalence*	20
4.01 Physician density*	76	11.09 Business impact of HIV/AIDS	16
4.02 Access to improved sanitation*	75	11.10 Life expectancy*	46
4.03 Access to improved drinking water*	68		
4.04 Hospital beds*	82	12th pillar: Affinity for Travel & Tourism	
		12.01 Tourism openness*	39
5th pillar: Prioritization of Travel & Tourism		12.02 Attitude of population toward foreign visitors	7
5.01 Government prioritization of the T&T industry	4	12.03 Extension of business trips recommended	9
5.02 T&T government expenditure*	18		
5.03 Effectiveness of marketing and branding	18	13th pillar: Natural resources	
5.04 Comprehensiveness of annual T&T data*	15	13.01 Number of World Heritage natural sites*	43
5.05 Timeliness of providing monthly/quarterly T&T data*	12	13.02 Protected areas*	125
		13.03 Quality of the natural environment	38
6th pillar: Air transport infrastructure		13.04 Total known species*	94
6.01 Quality of air transport infrastructure	38		
6.02 Available seat kilometers, domestic*	83	14th pillar: Cultural resources	
6.03 Available seat kilometers, international*	69	14.01 Number of World Heritage cultural sites*	38
6.04 Departures per 1,000 population*	72	14.02 Sports stadiums*	70
6.05 Airport density*	60	14.03 Number of international fairs and exhibitions*	67
6.06 Number of operating airlines*	57	14.04 Creative industries exports*	62
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		

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

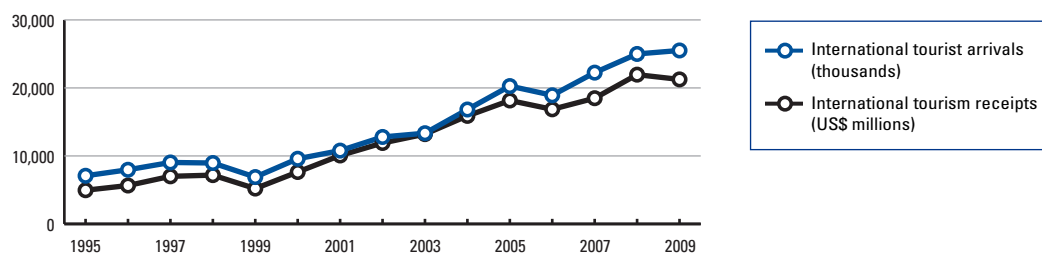
Population (millions), 2009.....	74.8
Surface area (1,000 square kilometers).....	783.6
Gross domestic product (US\$ billions), 2009.....	614.5
Gross domestic product (PPP, US\$) per capita, 2009.....	12,465.9
Real GDP growth (percent), 2009.....	-4.7
Environmental Performance Index, 2010 (out of 163 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
Employment (1,000 jobs).....	448	2.1
T&T economy, 2010 estimates		
GDP (US\$ millions).....	69,518	9.7
Employment (1,000 jobs).....	1,389	6.4

Source: World Travel & Tourism Council, TSA Research 2010

International tourist arrivals (thousands), 2009.....25,505.8
International tourism receipts (US\$ millions), 200921,250.0



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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....86	8.01	Hotel rooms*65
1.02	Property rights83	8.02	Presence of major car rental companies*1
1.03	Business impact of rules on FDI58	8.03	ATMs accepting Visa cards*54
1.04	Visa requirements*27		
1.05	Openness of bilateral Air Service Agreements*44	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking54	9.01	Extent of business Internet use55
1.07	Time required to start a business*13	9.02	Internet users*65
1.08	Cost to start a business*86	9.03	Telephone lines*60
1.09	GATS commitments*12	9.04	Broadband Internet subscribers*54
		9.05	Mobile telephone subscribers*87
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation78	10.01	Ticket taxes and airport charges*34
2.02	Enforcement of environmental regulation75	10.02	Purchasing power parity*77
2.03	Sustainability of T&T industry development73	10.03	Extent and effect of taxation118
2.04	Carbon dioxide emissions*69	10.04	Fuel price levels*138
2.05	Particulate matter concentration*78	10.05	Hotel price index*43
2.06	Threatened species*107		
2.07	Environmental treaty ratification*117	11th pillar: Human resources	
		11.01	Primary education enrollment*59
3rd pillar: Safety and security		11.02	Secondary education enrollment*86
3.01	Business costs of terrorism135	11.03	Quality of the educational system95
3.02	Reliability of police services98	11.04	Local availability of research and training services58
3.03	Business costs of crime and violence86	11.05	Extent of staff training85
3.04	Road traffic accidents*46	11.06	Hiring and firing practices63
		11.07	Ease of hiring foreign labor95
4th pillar: Health and hygiene		11.08	HIV prevalence*1
4.01	Physician density*72	11.09	Business impact of HIV/AIDS23
4.02	Access to improved sanitation*66	11.10	Life expectancy*53
4.03	Access to improved drinking water*40		
4.04	Hospital beds*67	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness*84
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors27
5.01	Government prioritization of the T&T industry65	12.03	Extension of business trips recommended5
5.02	T&T government expenditure*133		
5.03	Effectiveness of marketing and branding47	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*1	13.01	Number of World Heritage natural sites*24
5.05	Timeliness of providing monthly/quarterly T&T data*6	13.02	Protected areas*118
		13.03	Quality of the natural environment90
6th pillar: Air transport infrastructure		13.04	Total known species*65
6.01	Quality of air transport infrastructure44		
6.02	Available seat kilometers, domestic*18	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*20	14.01	Number of World Heritage cultural sites*13
6.04	Departures per 1,000 population*63	14.02	Sports stadiums*81
6.05	Airport density*78	14.03	Number of international fairs and exhibitions*26
6.06	Number of operating airlines*13	14.04	Creative industries exports*16
6.07	International air transport network34		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads46		
7.02	Quality of railroad infrastructure63		
7.03	Quality of port infrastructure72		
7.04	Quality of ground transport network23		
7.05	Road density*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.

Uganda

Key indicators

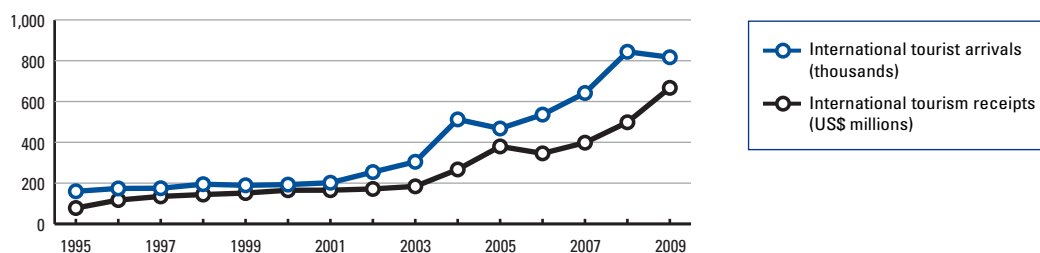
Population (millions), 2009.....	32.7
Surface area (1,000 square kilometers).....	241.0
Gross domestic product (US\$ billions), 2009.....	15.8
Gross domestic product (PPP, US\$) per capita, 2009.....	1,209.7
Real GDP growth (percent), 2009.....	7.2
Environmental Performance Index, 2010 (out of 163 economies).....	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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership..... 35	8.01	Hotel rooms*123
1.02	Property rights94	8.02	Presence of major car rental companies*112
1.03	Business impact of rules on FDI 27	8.03	ATMs accepting Visa cards*123
1.04	Visa requirements*102		
1.05	Openness of bilateral Air Service Agreements*104	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking69	9.01	Extent of business Internet use109
1.07	Time required to start a business*88	9.02	Internet users*105
1.08	Cost to start a business*125	9.03	Telephone lines*130
1.09	GATS commitments* 12	9.04	Broadband Internet subscribers*130
		9.05	Mobile telephone subscribers*130
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation113	10.01	Ticket taxes and airport charges*92
2.02	Enforcement of environmental regulation107	10.02	Purchasing power parity* 15
2.03	Sustainability of T&T industry development75	10.03	Extent and effect of taxation85
2.04	Carbon dioxide emissions* 7	10.04	Fuel price levels*97
2.05	Particulate matter concentration* 3	10.05	Hotel price index* 33
2.06	Threatened species* 45		
2.07	Environmental treaty ratification*94	11th pillar: Human resources	
		11.01	Primary education enrollment* 30
3rd pillar: Safety and security		11.02	Secondary education enrollment*130
3.01	Business costs of terrorism131	11.03	Quality of the educational system72
3.02	Reliability of police services77	11.04	Local availability of research and training services101
3.03	Business costs of crime and violence113	11.05	Extent of staff training100
3.04	Road traffic accidents*96	11.06	Hiring and firing practices 7
		11.07	Ease of hiring foreign labor 13
4th pillar: Health and hygiene		11.08	HIV prevalence*130
4.01	Physician density*121	11.09	Business impact of HIV/AIDS134
4.02	Access to improved sanitation*109	11.10	Life expectancy*128
4.03	Access to improved drinking water*122		
4.04	Hospital beds*130	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness*62
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors 20
5.01	Government prioritization of the T&T industry78	12.03	Extension of business trips recommended82
5.02	T&T government expenditure*99		
5.03	Effectiveness of marketing and branding82	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*119	13.01	Number of World Heritage natural sites* 24
5.05	Timeliness of providing monthly/quarterly T&T data*98	13.02	Protected areas*65
		13.03	Quality of the natural environment 50
6th pillar: Air transport infrastructure		13.04	Total known species* 16
6.01	Quality of air transport infrastructure100		
6.02	Available seat kilometers, domestic*90	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*97	14.01	Number of World Heritage cultural sites*89
6.04	Departures per 1,000 population*124	14.02	Sports stadiums*128
6.05	Airport density*129	14.03	Number of international fairs and exhibitions*80
6.06	Number of operating airlines*86	14.04	Creative industries exports*104
6.07	International air transport network82		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads119		
7.02	Quality of railroad infrastructure111		
7.03	Quality of port infrastructure101		
7.04	Quality of ground transport network64		
7.05	Road density*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.

Ukraine

Key indicators

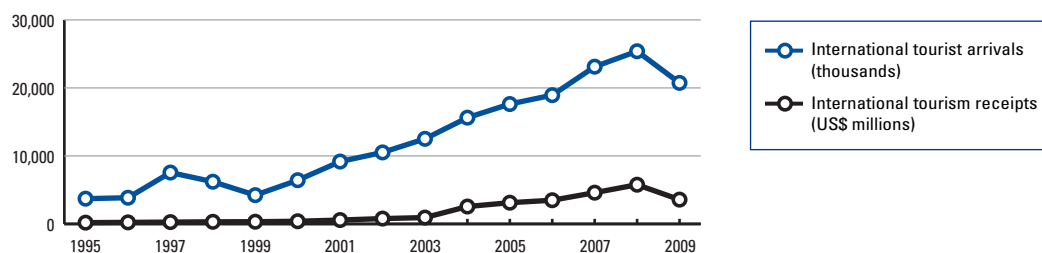
Population (millions), 2009.....	46.0
Surface area (1,000 square kilometers).....	603.6
Gross domestic product (US\$ billions), 2009.....	117.4
Gross domestic product (PPP, US\$) per capita, 2009.....	6,330.2
Real GDP growth (percent), 2009.....	-15.1
Environmental Performance Index, 2010 (out of 163 economies).....	87

Travel & Tourism indicators

		Percent of total	2011-2020 annual growth (% forecast)
T&T industry, 2010 estimates			
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), 20093,576.0



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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....121	8.01	Hotel rooms*113
1.02	Property rights135	8.02	Presence of major car rental companies* 40
1.03	Business impact of rules on FDI128	8.03	ATMs accepting Visa cards* 30
1.04	Visa requirements*87		
1.05	Openness of bilateral Air Service Agreements*108	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking114	9.01	Extent of business Internet use76
1.07	Time required to start a business*90	9.02	Internet users*92
1.08	Cost to start a business*53	9.03	Telephone lines* 45
1.09	GATS commitments*n/a	9.04	Broadband Internet subscribers*69
		9.05	Mobile telephone subscribers* 37
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation127	10.01	Ticket taxes and airport charges*93
2.02	Enforcement of environmental regulation128	10.02	Purchasing power parity* 13
2.03	Sustainability of T&T industry development133	10.03	Extent and effect of taxation136
2.04	Carbon dioxide emissions*93	10.04	Fuel price levels* 49
2.05	Particulate matter concentration* 27	10.05	Hotel price index*115
2.06	Threatened species*79		
2.07	Environmental treaty ratification*65	11th pillar: Human resources	
3rd pillar: Safety and security		11.01	Primary education enrollment*104
3.01	Business costs of terrorism58	11.02	Secondary education enrollment* 48
3.02	Reliability of police services122	11.03	Quality of the educational system56
3.03	Business costs of crime and violence65	11.04	Local availability of research and training services84
3.04	Road traffic accidents*88	11.05	Extent of staff training109
4th pillar: Health and hygiene		11.06	Hiring and firing practices 18
4.01	Physician density* 30	11.07	Ease of hiring foreign labor64
4.02	Access to improved sanitation* 50	11.08	HIV prevalence*109
4.03	Access to improved drinking water*51	11.09	Business impact of HIV/AIDS96
4.04	Hospital beds* 3	11.10	Life expectancy*96
5th pillar: Prioritization of Travel & Tourism		12th pillar: Affinity for Travel & Tourism	
5.01	Government prioritization of the T&T industry130	12.01	Tourism openness*52
5.02	T&T government expenditure* 38	12.02	Attitude of population toward foreign visitors127
5.03	Effectiveness of marketing and branding120	12.03	Extension of business trips recommended117
5.04	Comprehensiveness of annual T&T data*101		
5.05	Timeliness of providing monthly/quarterly T&T data*72	13th pillar: Natural resources	
6th pillar: Air transport infrastructure		13.01	Number of World Heritage natural sites* 43
6.01	Quality of air transport infrastructure110	13.02	Protected areas*108
6.02	Available seat kilometers, domestic* 43	13.03	Quality of the natural environment133
6.03	Available seat kilometers, international*64	13.04	Total known species*81
6.04	Departures per 1,000 population*90	14th pillar: Cultural resources	
6.05	Airport density*108	14.01	Number of World Heritage cultural sites*73
6.06	Number of operating airlines* 31	14.02	Sports stadiums*86
6.07	International air transport network117	14.03	Number of international fairs and exhibitions*76
7th pillar: Ground transport infrastructure		14.04	Creative industries exports* 49
7.01	Quality of roads136		
7.02	Quality of railroad infrastructure 25		
7.03	Quality of port infrastructure94		
7.04	Quality of ground transport network 37		
7.05	Road density*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.

United Arab Emirates

Key indicators

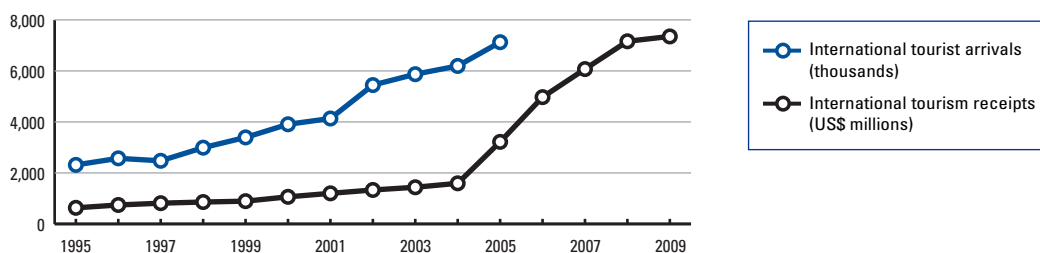
Population (millions), 2009.....	4.6
Surface area (1,000 square kilometers).....	83.6
Gross domestic product (US\$ billions), 2009.....	223.9
Gross domestic product (PPP, US\$) per capita, 2009.....	36,843.2
Real GDP growth (percent), 2009.....	-2.5
Environmental Performance Index, 2010 (out of 163 economies).....	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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....49	8.01	Hotel rooms*31
1.02	Property rights43	8.02	Presence of major car rental companies*40
1.03	Business impact of rules on FDI 16	8.03	ATMs accepting Visa cards* 21
1.04	Visa requirements*108		
1.05	Openness of bilateral Air Service Agreements*46	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking35	9.01	Extent of business Internet use33
1.07	Time required to start a business*62	9.02	Internet users* 19
1.08	Cost to start a business*55	9.03	Telephone lines*35
1.09	GATS commitments*41	9.04	Broadband Internet subscribers*38
		9.05	Mobile telephone subscribers* 1
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation 27	10.01	Ticket taxes and airport charges* 26
2.02	Enforcement of environmental regulation 20	10.02	Purchasing power parity*117
2.03	Sustainability of T&T industry development 3	10.03	Extent and effect of taxation 5
2.04	Carbon dioxide emissions*135	10.04	Fuel price levels* 10
2.05	Particulate matter concentration*133	10.05	Hotel price index*102
2.06	Threatened species*78		
2.07	Environmental treaty ratification*94	11th pillar: Human resources	
		11.01	Primary education enrollment*98
3rd pillar: Safety and security		11.02	Secondary education enrollment*44
3.01	Business costs of terrorism.....43	11.03	Quality of the educational system 27
3.02	Reliability of police services..... 11	11.04	Local availability of research and training services 23
3.03	Business costs of crime and violence 4	11.05	Extent of staff training 29
3.04	Road traffic accidents*132	11.06	Hiring and firing practices 17
		11.07	Ease of hiring foreign labor 1
4th pillar: Health and hygiene		11.08	HIV prevalence*48
4.01	Physician density*68	11.09	Business impact of HIV/AIDS50
4.02	Access to improved sanitation*43	11.10	Life expectancy*31
4.03	Access to improved drinking water* 1		
4.04	Hospital beds*85	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness*30
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors 29
5.01	Government prioritization of the T&T industry 8	12.03	Extension of business trips recommended 13
5.02	T&T government expenditure*32		
5.03	Effectiveness of marketing and branding 1	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*136	13.01	Number of World Heritage natural sites*75
5.05	Timeliness of providing monthly/quarterly T&T data*102	13.02	Protected areas*102
		13.03	Quality of the natural environment58
6th pillar: Air transport infrastructure		13.04	Total known species*117
6.01	Quality of air transport infrastructure 4		
6.02	Available seat kilometers, domestic*94	14th pillar: Cultural resources	
6.03	Available seat kilometers, international* 5	14.01	Number of World Heritage cultural sites*104
6.04	Departures per 1,000 population* 14	14.02	Sports stadiums* 29
6.05	Airport density*54	14.03	Number of international fairs and exhibitions*49
6.06	Number of operating airlines* 11	14.04	Creative industries exports* 23
6.07	International air transport network 4		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads 6		
7.02	Quality of railroad infrastructuren/a		
7.03	Quality of port infrastructure 8		
7.04	Quality of ground transport network 17		
7.05	Road density*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.

United Kingdom

Key indicators

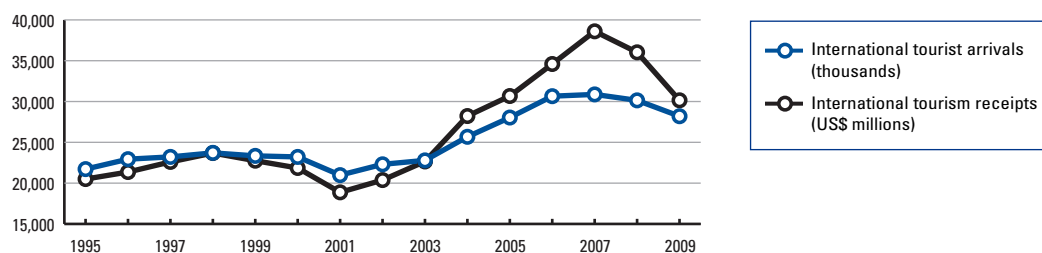
Population (millions), 2009.....	61.8
Surface area (1,000 square kilometers)	243.6
Gross domestic product (US\$ billions), 2009	2,178.9
Gross domestic product (PPP, US\$) per capita, 2009	34,388.0
Real GDP growth (percent), 2009.....	-4.9
Environmental Performance Index, 2010 (out of 163 economies).....	14

Travel & Tourism indicators

	Percent of total	2011-2020 annual growth (% forecast)
T&T industry, 2010 estimates		
GDP (US\$ millions)	88,961	3.7
Employment (1,000 jobs).....	1,391	4.5
T&T economy, 2010 estimates		
GDP (US\$ millions)	231,146	9.7
Employment (1,000 jobs).....	3,144	10.2

Source: World Travel & Tourism Council, TSA Research 2010

International tourist arrivals (thousands), 2009.....28,199.0
International tourism receipts (US\$ millions), 200930,148.7



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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....7	8.01	Hotel rooms*30
1.02	Property rights17	8.02	Presence of major car rental companies*1
1.03	Business impact of rules on FDI14	8.03	ATMs accepting Visa cards*18
1.04	Visa requirements*22		
1.05	Openness of bilateral Air Service Agreements*40	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking34	9.01	Extent of business Internet use6
1.07	Time required to start a business*50	9.02	Internet users*7
1.08	Cost to start a business*7	9.03	Telephone lines*13
1.09	GATS commitments*65	9.04	Broadband Internet subscribers*12
		9.05	Mobile telephone subscribers*24
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation18	10.01	Ticket taxes and airport charges*134
2.02	Enforcement of environmental regulation19	10.02	Purchasing power parity*114
2.03	Sustainability of T&T industry development66	10.03	Extent and effect of taxation95
2.04	Carbon dioxide emissions*106	10.04	Fuel price levels*116
2.05	Particulate matter concentration*12	10.05	Hotel price index*77
2.06	Threatened species*12		
2.07	Environmental treaty ratification*10	11th pillar: Human resources	
		11.01	Primary education enrollment*7
3rd pillar: Safety and security		11.02	Secondary education enrollment*31
3.01	Business costs of terrorism99	11.03	Quality of the educational system28
3.02	Reliability of police services31	11.04	Local availability of research and training services12
3.03	Business costs of crime and violence55	11.05	Extent of staff training28
3.04	Road traffic accidents*9	11.06	Hiring and firing practices49
		11.07	Ease of hiring foreign labor24
4th pillar: Health and hygiene		11.08	HIV prevalence*56
4.01	Physician density*51	11.09	Business impact of HIV/AIDS54
4.02	Access to improved sanitation*1	11.10	Life expectancy*15
4.03	Access to improved drinking water*1		
4.04	Hospital beds*44	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness*89
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors74
5.01	Government prioritization of the T&T industry63	12.03	Extension of business trips recommended79
5.02	T&T government expenditure*84		
5.03	Effectiveness of marketing and branding43	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*22	13.01	Number of World Heritage natural sites*7
5.05	Timeliness of providing monthly/quarterly T&T data*46	13.02	Protected areas*31
		13.03	Quality of the natural environment47
6th pillar: Air transport infrastructure		13.04	Total known species*113
6.01	Quality of air transport infrastructure34		
6.02	Available seat kilometers, domestic*17	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*2	14.01	Number of World Heritage cultural sites*9
6.04	Departures per 1,000 population*23	14.02	Sports stadiums*24
6.05	Airport density*45	14.03	Number of international fairs and exhibitions*4
6.06	Number of operating airlines*3	14.04	Creative industries exports*6
6.07	International air transport network9		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads35		
7.02	Quality of railroad infrastructure19		
7.03	Quality of port infrastructure23		
7.04	Quality of ground transport network27		
7.05	Road density*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.

United States

Key indicators

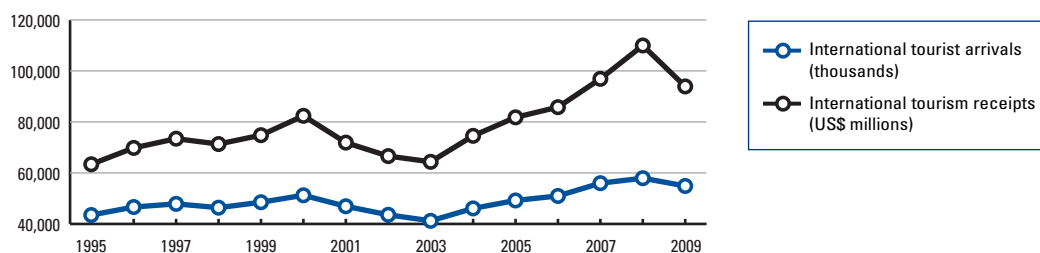
Population (millions), 2009.....	307.0
Surface area (1,000 square kilometers).....	9,632.0
Gross domestic product (US\$ billions), 2009.....	14,119.1
Gross domestic product (PPP, US\$) per capita, 2009.....	45,934.5
Real GDP growth (percent), 2009.....	-2.6
Environmental Performance Index, 2010 (out 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), 200993,917.0



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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....47	8.01	Hotel rooms*16
1.02	Property rights40	8.02	Presence of major car rental companies*40
1.03	Business impact of rules on FDI77	8.03	ATMs accepting Visa cards* 2
1.04	Visa requirements*98		
1.05	Openness of bilateral Air Service Agreements* 8	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking41	9.01	Extent of business Internet use 7
1.07	Time required to start a business*13	9.02	Internet users*15
1.08	Cost to start a business*17	9.03	Telephone lines*20
1.09	GATS commitments* 6	9.04	Broadband Internet subscribers*18
		9.05	Mobile telephone subscribers*76
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation23	10.01	Ticket taxes and airport charges*129
2.02	Enforcement of environmental regulation22	10.02	Purchasing power parity*118
2.03	Sustainability of T&T industry development42	10.03	Extent and effect of taxation71
2.04	Carbon dioxide emissions*130	10.04	Fuel price levels*17
2.05	Particulate matter concentration*33	10.05	Hotel price index*65
2.06	Threatened species*122		
2.07	Environmental treaty ratification*125	11th pillar: Human resources	
		11.01	Primary education enrollment*77
3rd pillar: Safety and security		11.02	Secondary education enrollment*50
3.01	Business costs of terrorism125	11.03	Quality of the educational system26
3.02	Reliability of police services26	11.04	Local availability of research and training services 10
3.03	Business costs of crime and violence84	11.05	Extent of staff training 10
3.04	Road traffic accidents*53	11.06	Hiring and firing practices 6
		11.07	Ease of hiring foreign labor56
4th pillar: Health and hygiene		11.08	HIV prevalence*93
4.01	Physician density*39	11.09	Business impact of HIV/AIDS80
4.02	Access to improved sanitation* 1	11.10	Life expectancy*31
4.03	Access to improved drinking water*40		
4.04	Hospital beds*58	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness*129
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors101
5.01	Government prioritization of the T&T industry77	12.03	Extension of business trips recommended43
5.02	T&T government expenditure*34		
5.03	Effectiveness of marketing and branding27	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*58	13.01	Number of World Heritage natural sites* 2
5.05	Timeliness of providing monthly/quarterly T&T data*45	13.02	Protected areas*35
		13.03	Quality of the natural environment31
6th pillar: Air transport infrastructure		13.04	Total known species*11
6.01	Quality of air transport infrastructure32		
6.02	Available seat kilometers, domestic* 1	14th pillar: Cultural resources	
6.03	Available seat kilometers, international* 1	14.01	Number of World Heritage cultural sites*25
6.04	Departures per 1,000 population*12	14.02	Sports stadiums*21
6.05	Airport density*20	14.03	Number of international fairs and exhibitions* 1
6.06	Number of operating airlines* 1	14.04	Creative industries exports* 2
6.07	International air transport network21		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads19		
7.02	Quality of railroad infrastructure18		
7.03	Quality of port infrastructure22		
7.04	Quality of ground transport network28		
7.05	Road density*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.

Uruguay

Key indicators

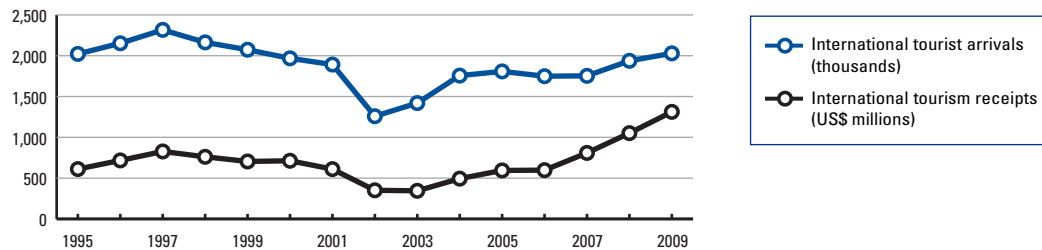
Population (millions), 2009.....	3.3
Surface area (1,000 square kilometers).....	176.2
Gross domestic product (US\$ billions), 2009.....	31.5
Gross domestic product (PPP, US\$) per capita, 2009.....	13,144.4
Real GDP growth (percent), 2009.....	2.9
Environmental Performance Index, 2010 (out of 163 economies).....	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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01 Prevalence of foreign ownership.....	6	8.01 Hotel rooms*	55
1.02 Property rights	50	8.02 Presence of major car rental companies*	64
1.03 Business impact of rules on FDI	9	8.03 ATMs accepting Visa cards*	116
1.04 Visa requirements*	42		
1.05 Openness of bilateral Air Service Agreements*	47	9th pillar: ICT infrastructure	
1.06 Transparency of government policymaking	29	9.01 Extent of business Internet use	70
1.07 Time required to start a business*	127	9.02 Internet users*	52
1.08 Cost to start a business*	111	9.03 Telephone lines*	46
1.09 GATS commitments*	17	9.04 Broadband Internet subscribers*	52
		9.05 Mobile telephone subscribers*	34
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01 Stringency of environmental regulation	41	10.01 Ticket taxes and airport charges*	39
2.02 Enforcement of environmental regulation	33	10.02 Purchasing power parity*	107
2.03 Sustainability of T&T industry development	23	10.03 Extent and effect of taxation	104
2.04 Carbon dioxide emissions*	54	10.04 Fuel price levels*	80
2.05 Particulate matter concentration*	136	10.05 Hotel price index*	30
2.06 Threatened species*	103		
2.07 Environmental treaty ratification*	30	11th pillar: Human resources	
		11.01 Primary education enrollment*	19
3rd pillar: Safety and security		11.02 Secondary education enrollment*	70
3.01 Business costs of terrorism.....	1	11.03 Quality of the educational system	67
3.02 Reliability of police services.....	56	11.04 Local availability of research and training services	57
3.03 Business costs of crime and violence	70	11.05 Extent of staff training.....	86
3.04 Road traffic accidents*	2	11.06 Hiring and firing practices	118
		11.07 Ease of hiring foreign labor.....	34
4th pillar: Health and hygiene		11.08 HIV prevalence*.....	88
4.01 Physician density*	18	11.09 Business impact of HIV/AIDS	27
4.02 Access to improved sanitation*	1	11.10 Life expectancy*	46
4.03 Access to improved drinking water*	1		
4.04 Hospital beds*	65	12th pillar: Affinity for Travel & Tourism	
		12.01 Tourism openness*	66
5th pillar: Prioritization of Travel & Tourism		12.02 Attitude of population toward foreign visitors	67
5.01 Government prioritization of the T&T industry	32	12.03 Extension of business trips recommended.....	20
5.02 T&T government expenditure*	37		
5.03 Effectiveness of marketing and branding	29	13th pillar: Natural resources	
5.04 Comprehensiveness of annual T&T data*	40	13.01 Number of World Heritage natural sites*	75
5.05 Timeliness of providing monthly/quarterly T&T data*	12	13.02 Protected areas*	137
		13.03 Quality of the natural environment	22
6th pillar: Air transport infrastructure		13.04 Total known species*	67
6.01 Quality of air transport infrastructure	68		
6.02 Available seat kilometers, domestic*	102	14th pillar: Cultural resources	
6.03 Available seat kilometers, international*	95	14.01 Number of World Heritage cultural sites*	73
6.04 Departures per 1,000 population*	65	14.02 Sports stadiums*	6
6.05 Airport density*	76	14.03 Number of international fairs and exhibitions*	42
6.06 Number of operating airlines*	104	14.04 Creative industries exports*	83
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		

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.

Venezuela

Key indicators

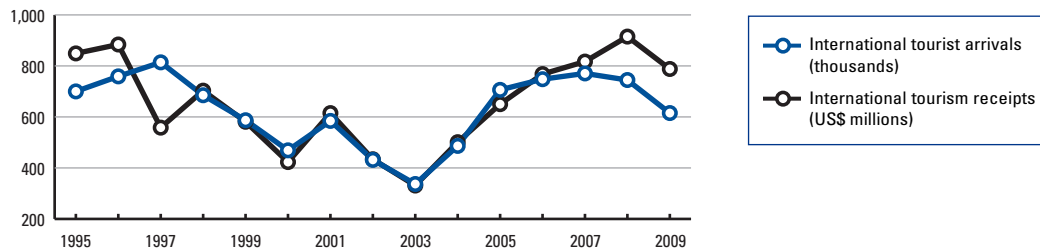
Population (millions), 2009.....	28.4
Surface area (1,000 square kilometers).....	912.1
Gross domestic product (US\$ billions), 2009.....	325.7
Gross domestic product (PPP, US\$) per capita, 2009.....	12,183.7
Real GDP growth (percent), 2009.....	-3.3
Environmental Performance Index, 2010 (out of 163 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
Employment (1,000 jobs).....	185	1.6
T&T economy, 2010 estimates		
GDP (US\$ millions).....	14,434	7.1
Employment (1,000 jobs).....	666	5.6

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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....117	8.01	Hotel rooms*82
1.02	Property rights139	8.02	Presence of major car rental companies*80
1.03	Business impact of rules on FDI139	8.03	ATMs accepting Visa cards*65
1.04	Visa requirements*75		
1.05	Openness of bilateral Air Service Agreements*91	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking136	9.01	Extent of business Internet use111
1.07	Time required to start a business*136	9.02	Internet users*71
1.08	Cost to start a business*102	9.03	Telephone lines*54
1.09	GATS commitments* 31	9.04	Broadband Internet subscribers*67
		9.05	Mobile telephone subscribers*64
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation109	10.01	Ticket taxes and airport charges*128
2.02	Enforcement of environmental regulation130	10.02	Purchasing power parity*112
2.03	Sustainability of T&T industry development139	10.03	Extent and effect of taxation98
2.04	Carbon dioxide emissions*90	10.04	Fuel price levels* 1
2.05	Particulate matter concentration* 1	10.05	Hotel price index*103
2.06	Threatened species*98		
2.07	Environmental treaty ratification*81	11th pillar: Human resources	
		11.01	Primary education enrollment*93
3rd pillar: Safety and security		11.02	Secondary education enrollment*91
3.01	Business costs of terrorism110	11.03	Quality of the educational system127
3.02	Reliability of police services139	11.04	Local availability of research and training services123
3.03	Business costs of crime and violence135	11.05	Extent of staff training91
3.04	Road traffic accidents*90	11.06	Hiring and firing practices139
		11.07	Ease of hiring foreign labor130
4th pillar: Health and hygiene		11.08	HIV prevalence*96
4.01	Physician density*58	11.09	Business impact of HIV/AIDS82
4.02	Access to improved sanitation*63	11.10	Life expectancy* 46
4.03	Access to improved drinking water*86		
4.04	Hospital beds*100	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness*133
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors139
5.01	Government prioritization of the T&T industry139	12.03	Extension of business trips recommended135
5.02	T&T government expenditure*66		
5.03	Effectiveness of marketing and branding139	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data* 25	13.01	Number of World Heritage natural sites* 43
5.05	Timeliness of providing monthly/quarterly T&T data*98	13.02	Protected areas* 1
		13.03	Quality of the natural environment116
6th pillar: Air transport infrastructure		13.04	Total known species* 7
6.01	Quality of air transport infrastructure113		
6.02	Available seat kilometers, domestic* 37	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*56	14.01	Number of World Heritage cultural sites*89
6.04	Departures per 1,000 population*52	14.02	Sports stadiums*72
6.05	Airport density*57	14.03	Number of international fairs and exhibitions*62
6.06	Number of operating airlines*52	14.04	Creative industries exports*97
6.07	International air transport network115		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads96		
7.02	Quality of railroad infrastructure101		
7.03	Quality of port infrastructure135		
7.04	Quality of ground transport network135		
7.05	Road density*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.

Vietnam

Key indicators

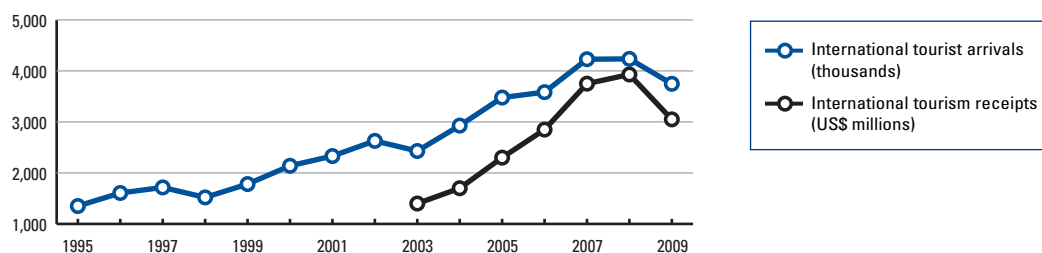
Population (millions), 2009.....	87.3
Surface area (1,000 square kilometers)	331.2
Gross domestic product (US\$ billions), 2009	93.2
Gross domestic product (PPP, US\$) per capita, 2009	2,941.7
Real GDP growth (percent), 2009.....	5.3
Environmental Performance Index, 2010 (out of 163 economies).....	85

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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....114	8.01	Hotel rooms*89
1.02	Property rights81	8.02	Presence of major car rental companies*112
1.03	Business impact of rules on FDI 29	8.03	ATMs accepting Visa cards*93
1.04	Visa requirements* 7	9th pillar: ICT infrastructure	
1.05	Openness of bilateral Air Service Agreements*91	9.01	Extent of business Internet use 43
1.06	Transparency of government policymaking73	9.02	Internet users*81
1.07	Time required to start a business*118	9.03	Telephone lines*68
1.08	Cost to start a business*71	9.04	Broadband Internet subscribers*74
1.09	GATS commitments* 46	9.05	Mobile telephone subscribers* 47
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation.....134	10.01	Ticket taxes and airport charges* 25
2.02	Enforcement of environmental regulation103	10.02	Purchasing power parity* 4
2.03	Sustainability of T&T industry development.....63	10.03	Extent and effect of taxation58
2.04	Carbon dioxide emissions* 41	10.04	Fuel price levels* 37
2.05	Particulate matter concentration*98	10.05	Hotel price index*57
2.06	Threatened species*115	11th pillar: Human resources	
2.07	Environmental treaty ratification*108	11.01	Primary education enrollment*69
3rd pillar: Safety and security		11.02	Secondary education enrollment*102
3.01	Business costs of terrorism.....109	11.03	Quality of the educational system61
3.02	Reliability of police services..... 41	11.04	Local availability of research and training services104
3.03	Business costs of crime and violence88	11.05	Extent of staff training58
3.04	Road traffic accidents*68	11.06	Hiring and firing practices 34
4th pillar: Health and hygiene		11.07	Ease of hiring foreign labor60
4.01	Physician density*100	11.08	HIV prevalence*79
4.02	Access to improved sanitation*86	11.09	Business impact of HIV/AIDS84
4.03	Access to improved drinking water*68	11.10	Life expectancy*64
4.04	Hospital beds*67	12th pillar: Affinity for Travel & Tourism	
5th pillar: Prioritization of Travel & Tourism		12.01	Tourism openness*77
5.01	Government prioritization of the T&T industry57	12.02	Attitude of population toward foreign visitors97
5.02	T&T government expenditure*118	12.03	Extension of business trips recommended83
5.03	Effectiveness of marketing and branding62	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*128	13.01	Number of World Heritage natural sites* 24
5.05	Timeliness of providing monthly/quarterly T&T data*89	13.02	Protected areas*98
6th pillar: Air transport infrastructure		13.03	Quality of the natural environment132
6.01	Quality of air transport infrastructure88	13.04	Total known species* 22
6.02	Available seat kilometers, domestic* 22	14th pillar: Cultural resources	
6.03	Available seat kilometers, international* 43	14.01	Number of World Heritage cultural sites* 25
6.04	Departures per 1,000 population*95	14.02	Sports stadiums*121
6.05	Airport density*113	14.03	Number of international fairs and exhibitions*52
6.06	Number of operating airlines* 42	14.04	Creative industries exports* 28
6.07	International air transport network101		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads117		
7.02	Quality of railroad infrastructure59		
7.03	Quality of port infrastructure97		
7.04	Quality of ground transport network69		
7.05	Road density*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.

Zambia

Key indicators

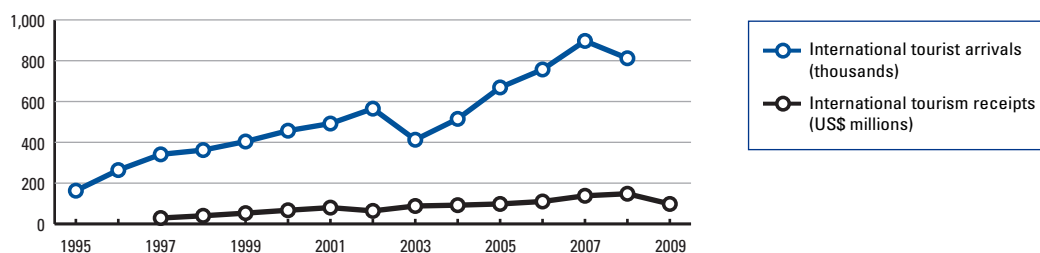
Population (millions), 2009.....	12.9
Surface area (1,000 square kilometers).....	752.6
Gross domestic product (US\$ billions), 2009.....	12.8
Gross domestic product (PPP, US\$) per capita, 2009.....	1,539.5
Real GDP growth (percent), 2009.....	6.3
Environmental Performance Index, 2010 (out of 163 economies).....	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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....18	8.01	Hotel rooms*127
1.02	Property rights80	8.02	Presence of major car rental companies*112
1.03	Business impact of rules on FDI30	8.03	ATMs accepting Visa cards*109
1.04	Visa requirements*31		
1.05	Openness of bilateral Air Service Agreements*68	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking47	9.01	Extent of business Internet use92
1.07	Time required to start a business*71	9.02	Internet users*113
1.08	Cost to start a business*100	9.03	Telephone lines*131
1.09	GATS commitments*17	9.04	Broadband Internet subscribers*117
		9.05	Mobile telephone subscribers*125
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation72	10.01	Ticket taxes and airport charges*41
2.02	Enforcement of environmental regulation65	10.02	Purchasing power parity*93
2.03	Sustainability of T&T industry development59	10.03	Extent and effect of taxation79
2.04	Carbon dioxide emissions*14	10.04	Fuel price levels*133
2.05	Particulate matter concentration*79	10.05	Hotel price index*66
2.06	Threatened species*19		
2.07	Environmental treaty ratification*117	11th pillar: Human resources	
		11.01	Primary education enrollment*87
3rd pillar: Safety and security		11.02	Secondary education enrollment*115
3.01	Business costs of terrorism55	11.03	Quality of the educational system52
3.02	Reliability of police services71	11.04	Local availability of research and training services86
3.03	Business costs of crime and violence87	11.05	Extent of staff training81
3.04	Road traffic accidents*100	11.06	Hiring and firing practices36
		11.07	Ease of hiring foreign labor80
4th pillar: Health and hygiene		11.08	HIV prevalence*134
4.01	Physician density*129	11.09	Business impact of HIV/AIDS136
4.02	Access to improved sanitation*108	11.10	Life expectancy*134
4.03	Access to improved drinking water*125		
4.04	Hospital beds*85	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness*130
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors30
5.01	Government prioritization of the T&T industry53	12.03	Extension of business trips recommended98
5.02	T&T government expenditure*105		
5.03	Effectiveness of marketing and branding59	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*98	13.01	Number of World Heritage natural sites*43
5.05	Timeliness of providing monthly/quarterly T&T data*123	13.02	Protected areas*4
		13.03	Quality of the natural environment51
6th pillar: Air transport infrastructure		13.04	Total known species*29
6.01	Quality of air transport infrastructure111		
6.02	Available seat kilometers, domestic*70	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*108	14.01	Number of World Heritage cultural sites*89
6.04	Departures per 1,000 population*109	14.02	Sports stadiums*90
6.05	Airport density*79	14.03	Number of international fairs and exhibitions*99
6.06	Number of operating airlines*101	14.04	Creative industries exports*118
6.07	International air transport network85		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads110		
7.02	Quality of railroad infrastructure84		
7.03	Quality of port infrastructure95		
7.04	Quality of ground transport network72		
7.05	Road density*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.

Zimbabwe

Key indicators

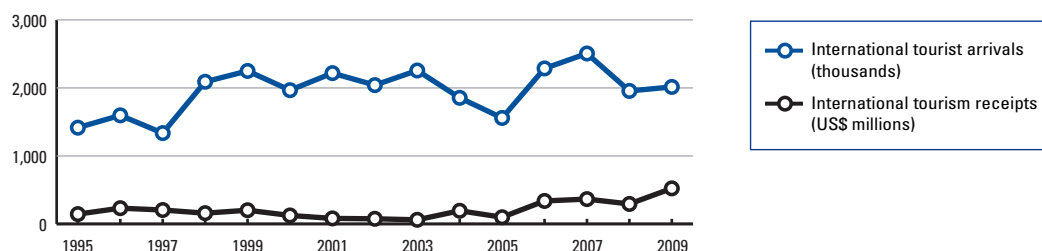
Population (millions), 2009.....	12.5
Surface area (1,000 square kilometers).....	390.8
Gross domestic product (US\$ billions), 2009.....	4.6
Gross domestic product (PPP, US\$) per capita, 2009.....	370.5
Real GDP growth (percent), 2009.....	5.7
Environmental Performance Index, 2010 (out of 163 economies).....	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."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....108	8.01	Hotel rooms*124
1.02	Property rights138	8.02	Presence of major car rental companies*95
1.03	Business impact of rules on FDI136	8.03	ATMs accepting Visa cards*130
1.04	Visa requirements*81		
1.05	Openness of bilateral Air Service Agreements*98	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking65	9.01	Extent of business Internet use118
1.07	Time required to start a business*133	9.02	Internet users*98
1.08	Cost to start a business*134	9.03	Telephone lines*111
1.09	GATS commitments* 30	9.04	Broadband Internet subscribers*106
		9.05	Mobile telephone subscribers*134
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation87	10.01	Ticket taxes and airport charges*69
2.02	Enforcement of environmental regulation93	10.02	Purchasing power parity*n/a
2.03	Sustainability of T&T industry development107	10.03	Extent and effect of taxation93
2.04	Carbon dioxide emissions* 30	10.04	Fuel price levels*97
2.05	Particulate matter concentration* 47	10.05	Hotel price index*n/a
2.06	Threatened species* 41		
2.07	Environmental treaty ratification*132	11th pillar: Human resources	
		11.01	Primary education enrollment*95
3rd pillar: Safety and security		11.02	Secondary education enrollment*119
3.01	Business costs of terrorism 9	11.03	Quality of the educational system 46
3.02	Reliability of police services126	11.04	Local availability of research and training services109
3.03	Business costs of crime and violence71	11.05	Extent of staff training71
3.04	Road traffic accidents*104	11.06	Hiring and firing practices122
		11.07	Ease of hiring foreign labor132
4th pillar: Health and hygiene		11.08	HIV prevalence*135
4.01	Physician density*113	11.09	Business impact of HIV/AIDS131
4.02	Access to improved sanitation*114	11.10	Life expectancy*139
4.03	Access to improved drinking water*103		
4.04	Hospital beds*60	12th pillar: Affinity for Travel & Tourism	
5th pillar: Prioritization of Travel & Tourism		12.01	Tourism openness*74
5.01	Government prioritization of the T&T industry52	12.02	Attitude of population toward foreign visitors107
5.02	T&T government expenditure*96	12.03	Extension of business trips recommended80
5.03	Effectiveness of marketing and branding114		
5.04	Comprehensiveness of annual T&T data*58	13th pillar: Natural resources	
5.05	Timeliness of providing monthly/quarterly T&T data*123	13.01	Number of World Heritage natural sites* 24
6th pillar: Air transport infrastructure		13.02	Protected areas* 10
6.01	Quality of air transport infrastructure99	13.03	Quality of the natural environment 48
6.02	Available seat kilometers, domestic*77	13.04	Total known species* 39
6.03	Available seat kilometers, international*112		
6.04	Departures per 1,000 population*106	14th pillar: Cultural resources	
6.05	Airport density*115	14.01	Number of World Heritage cultural sites*62
6.06	Number of operating airlines*113	14.02	Sports stadiums*97
6.07	International air transport network105	14.03	Number of international fairs and exhibitions*129
7th pillar: Ground transport infrastructure		14.04	Creative industries exports*80
7.01	Quality of roads94		
7.02	Quality of railroad infrastructure61		
7.03	Quality of port infrastructure61		
7.04	Quality of ground transport network119		
7.05	Road density*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.

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.

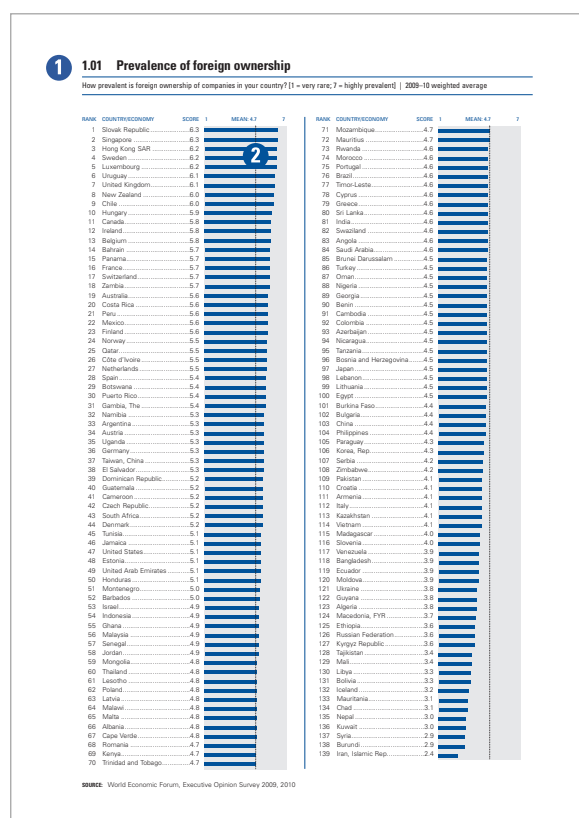
Each score is the average of responses in each economy to questions included in the World Economic

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.



3 1.04 Visa requirements

Number of countries whose citizens are exempt from obtaining a visa (–) or able to obtain one upon arrival (–0.5) out of all UN countries | 2010



SOURCE: United Nations World Tourism Organization

Other indicators

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.

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11.06	Hiring and firing practices	465
11.07	Ease of hiring foreign labor	466
11.08	HIV prevalence	467
11.09	Business impact of HIV/AIDS	468
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1st Pillar

Policy rules and regulations

1.01 Prevalence of foreign ownership

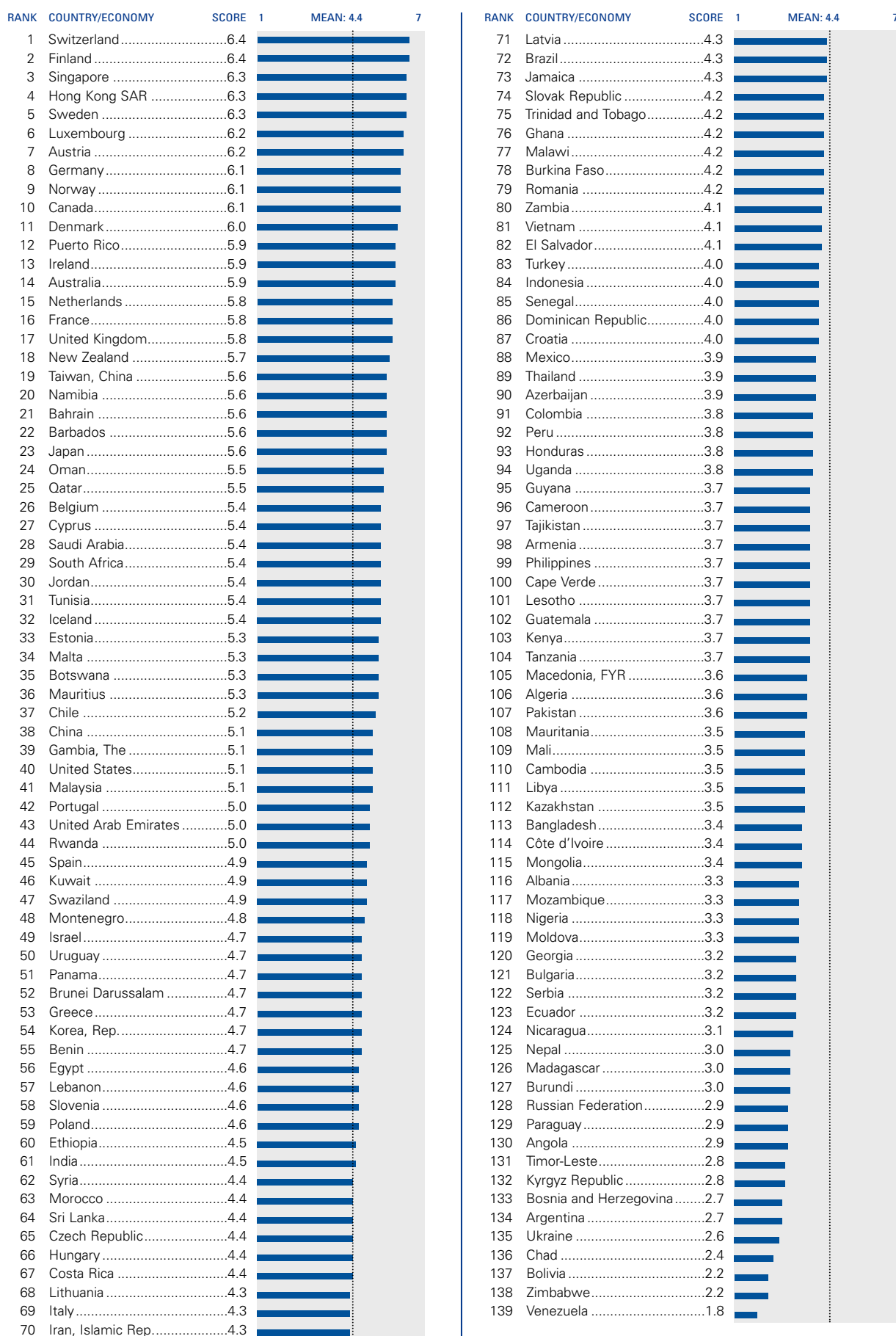
How prevalent is foreign ownership of companies in your country? [1 = very rare; 7 = highly prevalent] | 2009–10 weighted average

RANK	COUNTRY/ECONOMY	SCORE	1	MEAN: 4.7	7	RANK	COUNTRY/ECONOMY	SCORE	1	MEAN: 4.7	7
1	Slovak Republic	6.3				71	Mozambique	4.7			
2	Singapore	6.3				72	Mauritius	4.7			
3	Hong Kong SAR	6.2				73	Rwanda	4.6			
4	Sweden	6.2				74	Morocco	4.6			
5	Luxembourg	6.2				75	Portugal	4.6			
6	Uruguay	6.1				76	Brazil	4.6			
7	United Kingdom	6.1				77	Timor-Leste	4.6			
8	New Zealand	6.0				78	Cyprus	4.6			
9	Chile	6.0				79	Greece	4.6			
10	Hungary	5.9				80	Sri Lanka	4.6			
11	Canada	5.8				81	India	4.6			
12	Ireland	5.8				82	Swaziland	4.6			
13	Belgium	5.8				83	Angola	4.6			
14	Bahrain	5.7				84	Saudi Arabia	4.6			
15	Panama	5.7				85	Brunei Darussalam	4.5			
16	France	5.7				86	Turkey	4.5			
17	Switzerland	5.7				87	Oman	4.5			
18	Zambia	5.7				88	Nigeria	4.5			
19	Australia	5.6				89	Georgia	4.5			
20	Costa Rica	5.6				90	Benin	4.5			
21	Peru	5.6				91	Cambodia	4.5			
22	Mexico	5.6				92	Colombia	4.5			
23	Finland	5.6				93	Azerbaijan	4.5			
24	Norway	5.5				94	Nicaragua	4.5			
25	Qatar	5.5				95	Tanzania	4.5			
26	Côte d'Ivoire	5.5				96	Bosnia and Herzegovina	4.5			
27	Netherlands	5.5				97	Japan	4.5			
28	Spain	5.4				98	Lebanon	4.5			
29	Botswana	5.4				99	Lithuania	4.5			
30	Puerto Rico	5.4				100	Egypt	4.5			
31	Gambia, The	5.4				101	Burkina Faso	4.4			
32	Namibia	5.3				102	Bulgaria	4.4			
33	Argentina	5.3				103	China	4.4			
34	Austria	5.3				104	Philippines	4.4			
35	Uganda	5.3				105	Paraguay	4.3			
36	Germany	5.3				106	Korea, Rep.	4.3			
37	Taiwan, China	5.3				107	Serbia	4.2			
38	El Salvador	5.3				108	Zimbabwe	4.2			
39	Dominican Republic	5.2				109	Pakistan	4.1			
40	Guatemala	5.2				110	Croatia	4.1			
41	Cameroon	5.2				111	Armenia	4.1			
42	Czech Republic	5.2				112	Italy	4.1			
43	South Africa	5.2				113	Kazakhstan	4.1			
44	Denmark	5.2				114	Vietnam	4.1			
45	Tunisia	5.1				115	Madagascar	4.0			
46	Jamaica	5.1				116	Slovenia	4.0			
47	United States	5.1				117	Venezuela	3.9			
48	Estonia	5.1				118	Bangladesh	3.9			
49	United Arab Emirates	5.1				119	Ecuador	3.9			
50	Honduras	5.1				120	Moldova	3.9			
51	Montenegro	5.0				121	Ukraine	3.8			
52	Barbados	5.0				122	Guyana	3.8			
53	Israel	4.9				123	Algeria	3.8			
54	Indonesia	4.9				124	Macedonia, FYR	3.7			
55	Ghana	4.9				125	Ethiopia	3.6			
56	Malaysia	4.9				126	Russian Federation	3.6			
57	Senegal	4.9				127	Kyrgyz Republic	3.6			
58	Jordan	4.9				128	Tajikistan	3.4			
59	Mongolia	4.8				129	Mali	3.4			
60	Thailand	4.8				130	Libya	3.3			
61	Lesotho	4.8				131	Bolivia	3.3			
62	Poland	4.8				132	Iceland	3.2			
63	Latvia	4.8				133	Mauritania	3.1			
64	Malawi	4.8				134	Chad	3.1			
65	Malta	4.8				135	Nepal	3.0			
66	Albania	4.8				136	Kuwait	3.0			
67	Cape Verde	4.8				137	Syria	2.9			
68	Romania	4.7				138	Burundi	2.9			
69	Kenya	4.7				139	Iran, Islamic Rep.	2.4			
70	Trinidad and Tobago	4.7									

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



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	MEAN: 4.6	7	RANK	COUNTRY/ECONOMY	SCORE	1	MEAN: 4.6	7
1	Singapore	6.5				71	South Africa	4.7			
2	Ireland	6.4				72	Cape Verde	4.7			
3	Hong Kong SAR	6.2				73	Pakistan	4.7			
4	Luxembourg	6.0				74	Morocco	4.7			
5	Bahrain	5.9				75	Egypt	4.6			
6	Tunisia	5.8				76	Spain	4.6			
7	Malta	5.7				77	United States	4.6			
8	Mauritius	5.7				78	Denmark	4.6			
9	Uruguay	5.6				79	Ethiopia	4.6			
10	Qatar	5.6				80	Lesotho	4.6			
11	Panama	5.6				81	Brazil	4.6			
12	Chile	5.6				82	Azerbaijan	4.5			
13	Slovak Republic	5.5				83	Norway	4.5			
14	United Kingdom	5.5				84	Kenya	4.5			
15	Sweden	5.5				85	Guyana	4.5			
16	United Arab Emirates	5.5				86	Nigeria	4.5			
17	Peru	5.4				87	Malawi	4.5			
18	China	5.4				88	Colombia	4.5			
19	Rwanda	5.4				89	Tanzania	4.5			
20	Taiwan, China	5.4				90	Romania	4.5			
21	Montenegro	5.4				91	Japan	4.4			
22	Czech Republic	5.4				92	Senegal	4.4			
23	Estonia	5.3				93	Benin	4.4			
24	Gambia, The	5.3				94	Poland	4.4			
25	Botswana	5.3				95	Guatemala	4.4			
26	Switzerland	5.3				96	Honduras	4.3			
27	Uganda	5.3				97	Korea, Rep.	4.3			
28	Puerto Rico	5.3				98	Philippines	4.3			
29	Vietnam	5.3				99	Swaziland	4.3			
30	Zambia	5.2				100	Moldova	4.2			
31	Malaysia	5.2				101	Kazakhstan	4.2			
32	Belgium	5.2				102	Armenia	4.2			
33	Cyprus	5.2				103	Latvia	4.2			
34	Bangladesh	5.2				104	Timor-Leste	4.2			
35	Saudi Arabia	5.1				105	Mongolia	4.1			
36	Costa Rica	5.1				106	Nicaragua	4.1			
37	Cambodia	5.1				107	Tajikistan	4.1			
38	Netherlands	5.1				108	Cameroon	4.1			
39	Thailand	5.1				109	Mauritania	4.1			
40	Barbados	5.1				110	Nepal	4.0			
41	Finland	5.1				111	Madagascar	3.9			
42	Namibia	5.1				112	Mali	3.9			
43	Sri Lanka	5.1				113	Bosnia and Herzegovina	3.9			
44	Georgia	5.0				114	Syria	3.9			
45	Jordan	5.0				115	Macedonia, FYR	3.8			
46	India	5.0				116	Slovenia	3.8			
47	Austria	5.0				117	Burundi	3.8			
48	Canada	5.0				118	Italy	3.8			
49	Indonesia	5.0				119	Paraguay	3.8			
50	Portugal	5.0				120	Angola	3.8			
51	Jamaica	4.9				121	Libya	3.8			
52	Trinidad and Tobago	4.9				122	Greece	3.7			
53	Albania	4.9				123	Serbia	3.7			
54	Oman	4.9				124	Lithuania	3.7			
55	New Zealand	4.9				125	Algeria	3.7			
56	Ghana	4.9				126	Bulgaria	3.7			
57	Australia	4.9				127	Russian Federation	3.6			
58	Turkey	4.9				128	Ukraine	3.5			
59	Dominican Republic	4.9				129	Iran, Islamic Rep.	3.5			
60	Hungary	4.9				130	Kuwait	3.4			
61	Lebanon	4.9				131	Croatia	3.3			
62	France	4.8				132	Chad	3.3			
63	Germany	4.8				133	Iceland	3.3			
64	Mexico	4.8				134	Argentina	3.2			
65	Israel	4.8				135	Kyrgyz Republic	3.2			
66	El Salvador	4.8				136	Zimbabwe	2.8			
67	Côte d'Ivoire	4.8				137	Bolivia	2.8			
68	Burkina Faso	4.8				138	Ecuador	2.5			
69	Mozambique	4.7				139	Venezuela	2.2			
70	Brunei Darussalam	4.7									

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	RANK	COUNTRY/ECONOMY	SCORE
1	Malaysia	163	42	Uruguay	68
2	Singapore	159	72	Morocco	67
3	Philippines	151	73	Bosnia and Herzegovina	66
4	Hong Kong SAR	143	74	Brazil	65
5	Barbados	112	75	Venezuela	63
6	Korea, Rep.	110	76	Japan	61
7	Vietnam	103	77	Egypt	61
8	Mauritius	99	78	Serbia	59
9	Dominican Republic	98	79	Thailand	59
10	Jamaica	98	80	Ecuador	58
10	Nepal	98	81	Zimbabwe	58
12	Madagascar	97	82	New Zealand	57
12	Peru	97	83	Albania	55
12	Timor-Leste	97	83	Lebanon	55
15	Cambodia	95	85	Canada	53
16	Tunisia	89	85	Paraguay	53
17	Chile	88	87	Ukraine	52
17	Colombia	88	88	Brunei Darussalam	52
19	Costa Rica	87	89	Mexico	50
19	Honduras	87	90	Bolivia	49
19	Ireland	87	90	Namibia	49
22	Guatemala	85	92	Tanzania	47
22	Israel	85	93	Moldova	45
22	Nicaragua	85	94	Indonesia	41
22	United Kingdom	85	95	Kenya	40
26	El Salvador	84	95	Sri Lanka	40
27	Turkey	83	97	Oman	39
28	Georgia	82	98	Guyana	37
29	Botswana	79	98	Puerto Rico	37
29	Gambia, The	79	98	Taiwan, China	37
31	Zambia	78	98	United States	37
32	Argentina	77	102	Uganda	33
33	Trinidad and Tobago	76	103	Kyrgyz Republic	28
34	Macedonia, FYR	74	104	Mauritania	25
35	Montenegro	72	105	Qatar	24
35	Swaziland	72	106	Côte d'Ivoire	23
37	Malawi	71	106	Senegal	23
38	Croatia	70	108	Bahrain	22
38	Lesotho	70	108	Bangladesh	22
38	South Africa	70	108	Mali	22
41	Jordan	70	108	United Arab Emirates	22
42	Austria	68	112	Kuwait	22
42	Belgium	68	113	Syria	20
42	Bulgaria	68	114	Ghana	18
42	Cyprus	68	114	Nigeria	18
42	Czech Republic	68	116	Australia	17
42	Denmark	68	117	Burkina Faso	16
42	Estonia	68	117	Cape Verde	16
42	Finland	68	117	Libya	16
42	France	68	120	Benin	14
42	Germany	68	121	Chad	13
42	Greece	68	121	Rwanda	13
42	Hungary	68	123	Azerbaijan	12
42	Iceland	68	123	Kazakhstan	12
42	Italy	68	125	Algeria	11
42	Latvia	68	126	Armenia	10
42	Lithuania	68	126	Russian Federation	10
42	Luxembourg	68	126	Tajikistan	10
42	Malta	68	129	Pakistan	8
42	Netherlands	68	130	Mongolia	6
42	Norway	68	131	China	5
42	Panama	68	131	Mozambique	5
42	Poland	68	131	Saudi Arabia	5
42	Portugal	68	134	Cameroon	4
42	Romania	68	135	India	3
42	Slovak Republic	68	136	Burundi	2
42	Slovenia	68	136	Ethiopia	2
42	Spain	68	138	Iran, Islamic Rep.	2
42	Sweden	68	139	Angola	1
42	Switzerland	68			

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	RANK	COUNTRY/ECONOMY	SCORE
1	El Salvador	33.7	69	Egypt	9.5
2	Honduras	32.7	72	Chad	9.4
3	Guatemala	31.9	73	Norway	9.4
4	Dominican Republic	28.9	74	France	9.4
5	Nicaragua	26.5	75	Bosnia and Herzegovina	9.3
6	Jamaica	24.7	75	Malta	9.3
7	Peru	22.7	75	Saudi Arabia	9.3
8	United States	22.6	78	Australia	9.0
9	Costa Rica	22.0	78	Gambia, The	9.0
10	Canada	20.2	78	Sweden	9.0
11	Panama	19.2	81	Argentina	8.8
12	Chile	18.9	81	Mozambique	8.8
12	Poland	18.9	81	Slovak Republic	8.8
14	Brunei Darussalam	16.7	84	Sri Lanka	8.6
15	Luxembourg	16.5	85	Romania	8.5
16	Cape Verde	16.4	86	Spain	8.3
16	Germany	16.4	87	Mauritania	8.2
18	Iceland	15.6	87	Syria	8.2
19	Denmark	15.3	89	Cambodia	8.1
20	Portugal	15.1	89	Senegal	8.1
21	Japan	14.8	91	Armenia	8.0
21	Netherlands	14.8	91	Lithuania	8.0
23	Mexico	14.6	91	Venezuela	8.0
24	Barbados	14.1	91	Vietnam	8.0
25	Swaziland	14.0	95	India	7.9
26	Hong Kong SAR	13.5	96	Malawi	7.8
27	New Zealand	13.4	97	Madagascar	7.7
28	Ireland	13.3	98	Nigeria	7.5
29	Philippines	13.1	98	Zimbabwe	7.5
30	Italy	13.0	100	Côte d'Ivoire	7.4
30	Singapore	13.0	101	Oman	7.3
32	Indonesia	12.9	102	Bulgaria	7.0
33	Czech Republic	12.8	103	Kazakhstan	6.9
34	Belgium	12.6	104	Uganda	6.7
35	Ecuador	12.5	105	Botswana	6.5
36	Finland	12.4	106	Mauritius	6.2
37	Paraguay	12.2	106	Rwanda	6.2
38	Brazil	12.1	108	Algeria	6.1
38	Jordan	12.1	108	Mali	6.1
40	United Kingdom	12.0	108	Ukraine	6.1
41	Israel	11.9	111	Guyana	6.0
42	Colombia	11.8	112	Bangladesh	5.8
43	Korea, Rep.	11.7	112	Tanzania	5.8
44	Trinidad and Tobago	11.5	114	Iran, Islamic Rep.	5.7
44	Turkey	11.5	114	Mongolia	5.7
46	United Arab Emirates	11.3	116	China	5.5
47	Croatia	11.2	117	Burundi	5.4
47	Hungary	11.2	117	Latvia	5.4
47	Uruguay	11.2	119	Kenya	5.2
50	Azerbaijan	11.1	120	Macedonia, FYR	5.1
51	Namibia	10.9	121	Georgia	4.9
52	Greece	10.8	122	Cyprus	4.6
53	Malaysia	10.7	123	Kyrgyz Republic	4.5
53	Qatar	10.7	124	Moldova	4.4
55	Austria	10.6	125	Russian Federation	4.2
56	Morocco	10.5	126	Benin	3.9
57	Ethiopia	10.4	126	Slovenia	3.9
58	Libya	10.3	128	Estonia	3.0
59	Bahrain	10.2	128	Nepal	3.0
60	Ghana	9.9	130	Kuwait	2.3
60	Tunisia	9.9	131	Burkina Faso	1.9
62	Thailand	9.9	132	Angola	1.0
63	South Africa	9.9	133	Lesotho	0.1
64	Cameroon	9.8	n/a	Montenegro	n/a
65	Switzerland	9.8	n/a	Puerto Rico	n/a
66	Lebanon	9.7	n/a	Serbia	n/a
67	Pakistan	9.6	n/a	Taiwan, China	n/a
68	Zambia	9.6	n/a	Tajikistan	n/a
69	Albania	9.5	n/a	Timor-Leste	n/a
69	Bolivia	9.5			

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	MEAN: 4.4	7
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			

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	RANK	COUNTRY/ECONOMY	SCORE
1	New Zealand	1	71	Bulgaria	18
2	Australia	2	71	Zambia	18
3	Georgia	3	73	Bangladesh	19
3	Macedonia, FYR	3	73	Cameroon	19
3	Rwanda	3	73	Dominican Republic	19
3	Singapore	3	73	Greece	19
7	Belgium	4	73	Kazakhstan	19
7	Hungary	4	73	Luxembourg	19
9	Albania	5	73	Mauritania	19
9	Canada	5	80	Czech Republic	20
9	Iceland	5	80	Switzerland	20
9	Saudi Arabia	5	82	Pakistan	21
13	Denmark	6	83	Chile	22
13	Hong Kong SAR	6	83	Lithuania	22
13	Italy	6	83	South Africa	22
13	Mauritius	6	86	Japan	23
13	Portugal	6	87	Algeria	24
13	Slovenia	6	88	Uganda	25
13	Turkey	6	89	Argentina	26
13	United States	6	90	Gambia, The	27
21	Croatia	7	90	Peru	27
21	Egypt	7	90	Tajikistan	27
21	Estonia	7	90	Ukraine	27
21	France	7	94	Austria	28
21	Madagascar	7	95	India	29
21	Norway	7	95	Tanzania	29
21	Puerto Rico	7	97	Guyana	30
28	Azerbaijan	8	97	Russian Federation	30
28	Cyprus	8	99	Benin	31
28	Iran, Islamic Rep.	8	99	Nepal	31
28	Jamaica	8	99	Nigeria	31
28	Mali	8	102	Burundi	32
28	Netherlands	8	102	Poland	32
28	Senegal	8	102	Thailand	32
35	Bahrain	9	105	Kenya	33
35	Ethiopia	9	106	Israel	34
35	Lebanon	9	107	Kuwait	35
35	Mexico	9	107	Paraguay	35
35	Panama	9	107	Sri Lanka	35
40	Kyrgyz Republic	10	110	Guatemala	37
40	Moldova	10	111	China	38
40	Montenegro	10	111	Philippines	38
40	Romania	10	113	Malawi	39
44	Cape Verde	11	113	Nicaragua	39
44	Tunisia	11	115	Côte d'Ivoire	40
46	Ghana	12	115	Lesotho	40
46	Morocco	12	117	Trinidad and Tobago	43
46	Oman	12	118	Vietnam	44
46	Qatar	12	119	Indonesia	47
50	Ireland	13	119	Spain	47
50	Jordan	13	121	Bolivia	50
50	Mongolia	13	122	Bosnia and Herzegovina	55
50	Mozambique	13	123	Ecuador	56
50	Serbia	13	123	Swaziland	56
50	Syria	13	125	Costa Rica	60
50	United Kingdom	13	126	Botswana	61
57	Burkina Faso	14	127	Uruguay	65
57	Colombia	14	128	Namibia	66
57	Finland	14	129	Angola	68
57	Honduras	14	130	Chad	75
57	Korea, Rep.	14	131	Timor-Leste	83
62	Armenia	15	132	Cambodia	85
62	Germany	15	133	Zimbabwe	90
62	Sweden	15	134	Brunei Darussalam	105
62	Taiwan, China	15	135	Brazil	120
62	United Arab Emirates	15	136	Venezuela	141
67	Latvia	16	n/a	Barbados	n/a
67	Slovak Republic	16	n/a	Libya	n/a
69	El Salvador	17	n/a	Malta	n/a
69	Malaysia	17			

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	RANK	COUNTRY/ECONOMY	SCORE
1	Denmark	0.0	71	Vietnam	12.1
1	Slovenia	0.0	72	Mexico	12.3
3	Canada	0.4	73	Cyprus	12.6
3	Ireland	0.4	74	Algeria	12.9
3	New Zealand	0.4	74	Madagascar	12.9
6	Sweden	0.6	76	Brunei Darussalam	13.5
7	Australia	0.7	77	Peru	13.6
7	Puerto Rico	0.7	78	Mozambique	13.9
7	Singapore	0.7	79	Ethiopia	14.1
7	United Kingdom	0.7	80	Argentina	14.2
11	Bahrain	0.8	81	Colombia	14.7
11	Trinidad and Tobago	0.8	81	Korea, Rep.	14.7
13	France	0.9	83	Spain	15.1
14	Kazakhstan	1.0	84	Morocco	15.8
15	Finland	1.1	85	Albania	16.8
16	Kuwait	1.3	86	Turkey	17.2
17	United States	1.4	87	Malaysia	17.5
18	Latvia	1.5	87	Poland	17.5
19	Bulgaria	1.6	89	Bosnia and Herzegovina	17.7
20	Norway	1.8	90	Timor-Leste	18.4
21	Estonia	1.9	91	Cape Verde	18.5
21	Montenegro	1.9	91	Italy	18.5
21	Slovak Republic	1.9	91	Namibia	18.5
24	Hong Kong SAR	2.0	94	Guyana	18.7
25	Luxembourg	2.1	95	Dominican Republic	19.2
25	Switzerland	2.1	96	Ghana	20.3
27	Botswana	2.2	97	Greece	20.7
28	Iceland	2.3	98	Indonesia	22.3
29	Macedonia, FYR	2.5	99	Lesotho	26.0
30	Romania	2.6	100	Zambia	27.9
31	Lithuania	2.8	101	Philippines	29.7
32	Armenia	3.1	102	Venezuela	30.2
32	Azerbaijan	3.1	103	Tanzania	30.9
34	Mongolia	3.2	104	Ecuador	32.6
35	Oman	3.3	105	Swaziland	33.0
36	Russian Federation	3.6	106	Bangladesh	33.3
37	Kyrgyz Republic	3.7	107	Mauritania	33.6
38	Mauritius	3.8	108	Tajikistan	36.9
39	Iran, Islamic Rep.	4.0	109	Syria	38.1
40	Taiwan, China	4.1	110	Kenya	38.3
41	Israel	4.3	111	Uruguay	42.1
42	China	4.5	112	Jordan	44.6
43	Germany	4.8	113	El Salvador	45.0
44	Georgia	5.0	114	Nepal	46.6
44	Tunisia	5.0	115	Honduras	47.2
46	Austria	5.2	116	Guatemala	49.1
46	Jamaica	5.2	117	Burkina Faso	49.8
48	Belgium	5.4	118	Cameroon	51.2
48	Sri Lanka	5.4	119	Paraguay	55.1
50	Thailand	5.6	120	India	56.5
51	Netherlands	5.7	121	Senegal	63.1
52	South Africa	6.0	122	Lebanon	75.0
53	Ukraine	6.1	123	Nigeria	78.9
54	Egypt	6.3	124	Mali	79.7
55	United Arab Emirates	6.4	125	Uganda	94.4
56	Portugal	6.5	126	Bolivia	100.8
57	Chile	6.8	127	Malawi	108.4
58	Saudi Arabia	7.0	128	Nicaragua	117.9
59	Brazil	7.3	129	Cambodia	128.3
60	Japan	7.5	130	Burundi	129.3
61	Serbia	7.9	131	Côte d'Ivoire	133.0
62	Hungary	8.2	132	Benin	152.6
63	Croatia	8.6	133	Angola	163.0
64	Rwanda	8.8	134	Zimbabwe	182.8
65	Czech Republic	9.3	135	Gambia, The	199.6
66	Qatar	9.7	136	Chad	226.9
67	Panama	10.3	n/a	Barbados	n/a
68	Costa Rica	10.5	n/a	Libya	n/a
69	Pakistan	10.7	n/a	Malta	n/a
70	Moldova	10.9			

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	RANK	COUNTRY/ECONOMY	SCORE
1	Namibia	97.1	65	United Kingdom	53.1
2	Trinidad and Tobago	94.9	72	Armenia	52.9
3	Burundi	87.5	72	Georgia	52.9
3	Moldova	87.5	74	Korea, Rep.	52.8
5	Finland	87.0	75	Australia	52.4
6	United States	86.8	75	Switzerland	52.4
7	Albania	84.9	77	Belgium	51.6
7	Chad	84.9	78	Mauritius	51.1
9	Benin	82.7	79	Colombia	50.7
9	Côte d'Ivoire	82.7	79	Guyana	50.7
11	Mongolia	81.3	79	Panama	50.7
12	Turkey	78.9	82	Chile	50.0
12	Uganda	78.9	82	Slovak Republic	50.0
14	Angola	77.2	84	Czech Republic	49.5
14	Rwanda	77.2	85	Bolivia	48.5
16	Iceland	75.2	85	Bulgaria	48.5
17	Argentina	75.0	85	Nicaragua	48.5
17	Estonia	75.0	85	Thailand	48.5
17	Gambia, The	75.0	89	Italy	48.4
17	Kyrgyz Republic	75.0	89	Portugal	48.4
17	Malawi	75.0	91	Croatia	47.5
17	New Zealand	75.0	92	El Salvador	47.1
17	Nigeria	75.0	93	Tunisia	46.3
17	Norway	75.0	94	Japan	46.0
17	Uruguay	75.0	95	Lithuania	45.2
17	Zambia	75.0	96	Botswana	44.7
27	Paraguay	74.8	96	Senegal	44.7
28	Saudi Arabia	74.5	98	Honduras	44.1
29	Jordan	74.1	98	Qatar	44.1
30	Zimbabwe	73.5	98	Slovenia	44.1
31	Ecuador	72.8	101	Mexico	43.8
31	Ghana	72.8	102	Sri Lanka	38.6
31	Hungary	72.8	103	Israel	38.1
31	Venezuela	72.8	104	Cameroon	36.4
35	Morocco	72.6	104	Dominican Republic	36.4
36	Jamaica	72.2	106	Hong Kong SAR	35.9
37	China	71.7	107	Bangladesh	33.1
37	Swaziland	71.7	108	Kuwait	25.0
39	Cambodia	69.1	109	Costa Rica	24.3
40	South Africa	68.8	109	Pakistan	24.3
41	Sweden	68.4	111	Lesotho	23.5
41	United Arab Emirates	68.4	112	India	18.2
43	Indonesia	66.7	112	Peru	18.2
43	Nepal	66.7	114	Brazil	16.5
43	Oman	66.7	115	Bahrain	0.0
46	Canada	66.2	115	Barbados	0.0
46	Mali	66.2	115	Brunei Darussalam	0.0
46	Vietnam	66.2	115	Cyprus	0.0
49	Latvia	65.4	115	Madagascar	0.0
50	Austria	64.7	115	Mozambique	0.0
51	Romania	62.9	n/a	Algeria	n/a
52	Burkina Faso	62.3	n/a	Azerbaijan	n/a
52	Kenya	62.3	n/a	Bosnia and Herzegovina	n/a
52	Philippines	62.3	n/a	Cape Verde	n/a
55	Egypt	60.7	n/a	Ethiopia	n/a
55	Guatemala	60.7	n/a	Iran, Islamic Rep.	n/a
55	Poland	60.7	n/a	Kazakhstan	n/a
58	Singapore	59.0	n/a	Lebanon	n/a
59	Mauritania	57.0	n/a	Libya	n/a
60	France	56.3	n/a	Macedonia, FYR	n/a
61	Tanzania	55.2	n/a	Montenegro	n/a
62	Greece	54.7	n/a	Puerto Rico	n/a
63	Malaysia	54.6	n/a	Russian Federation	n/a
63	Malta	54.6	n/a	Serbia	n/a
65	Denmark	53.1	n/a	Syria	n/a
65	Germany	53.1	n/a	Taiwan, China	n/a
65	Ireland	53.1	n/a	Tajikistan	n/a
65	Luxembourg	53.1	n/a	Timor-Leste	n/a
65	Netherlands	53.1	n/a	Ukraine	n/a
65	Spain	53.1			

SOURCE: World Trade Organization

2nd Pillar

Environmental sustainability

2.01 Stringency of environmental regulation

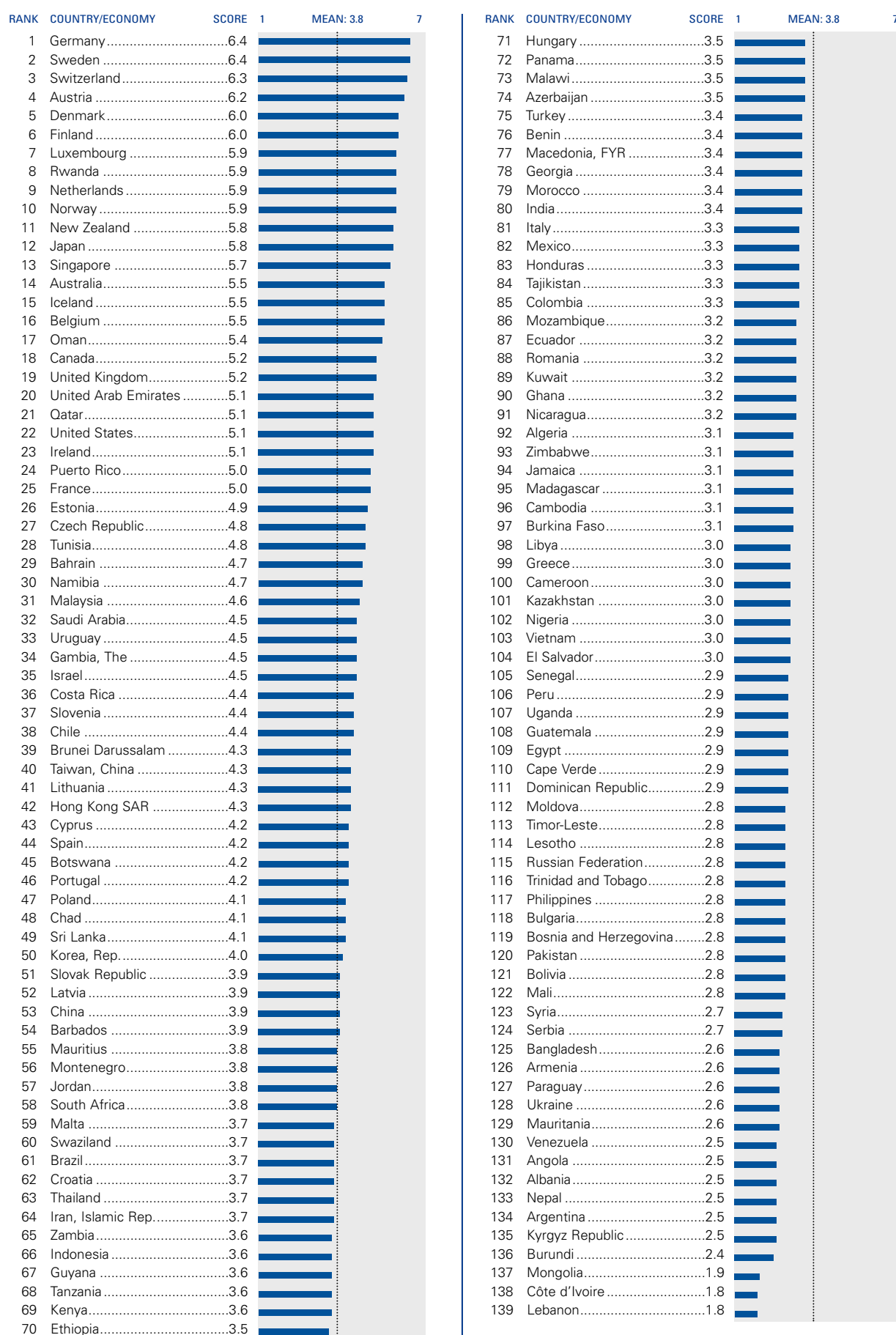
How would you assess the stringency of your country's environmental regulations? [1 = very lax; 7 = among the world's most stringent] | 2009–10 weighted average

RANK	COUNTRY/ECONOMY	SCORE	1	MEAN: 4.1	7	RANK	COUNTRY/ECONOMY	SCORE	1	MEAN: 4.1	7
1	Germany	6.6				71	Romania	3.7			
2	Sweden	6.5				72	Zambia	3.7			
3	Austria	6.5				73	Colombia	3.7			
4	Switzerland	6.4				74	Kenya	3.7			
5	Finland	6.1				75	Indonesia	3.7			
6	Netherlands	6.1				76	Swaziland	3.6			
7	Norway	6.0				77	Ethiopia	3.6			
8	Denmark	6.0				78	Turkey	3.6			
9	Rwanda	6.0				79	Ecuador	3.6			
10	Luxembourg	6.0				80	Peru	3.6			
11	Japan	5.9				81	Macedonia, FYR	3.6			
12	Belgium	5.9				82	Tanzania	3.6			
13	New Zealand	5.9				83	Greece	3.6			
14	Singapore	5.7				84	Morocco	3.6			
15	Oman	5.6				85	Nicaragua	3.6			
16	Iceland	5.6				86	Malawi	3.6			
17	Australia	5.5				87	Zimbabwe	3.5			
18	United Kingdom	5.4				88	Mozambique	3.5			
19	Puerto Rico	5.4				89	Ghana	3.5			
20	Estonia	5.3				90	Cape Verde	3.5			
21	France	5.3				91	Azerbaijan	3.5			
22	Ireland	5.3				92	Jamaica	3.4			
23	United States	5.2				93	Algeria	3.4			
24	Czech Republic	5.2				94	Benin	3.4			
25	Portugal	5.2				95	Georgia	3.4			
26	Canada	5.2				96	Russian Federation	3.4			
27	United Arab Emirates	5.2				97	Dominican Republic	3.4			
28	Slovak Republic	5.2				98	Kazakhstan	3.3			
29	Brazil	5.1				99	Angola	3.3			
30	Qatar	5.1				100	El Salvador	3.3			
31	Slovenia	5.0				101	Kuwait	3.3			
32	Israel	4.9				102	Trinidad and Tobago	3.3			
33	Tunisia	4.9				103	Guatemala	3.3			
34	Namibia	4.9				104	Burkina Faso	3.3			
35	Lithuania	4.9				105	Philippines	3.3			
36	Costa Rica	4.9				106	Cambodia	3.3			
37	Bahrain	4.8				107	Tajikistan	3.3			
38	Spain	4.8				108	Cameroon	3.2			
39	Malaysia	4.8				109	Venezuela	3.2			
40	Taiwan, China	4.8				110	Paraguay	3.2			
41	Uruguay	4.7				111	Bolivia	3.1			
42	Chile	4.7				112	Syria	3.1			
43	Hungary	4.7				113	Uganda	3.1			
44	Gambia, The	4.6				114	Serbia	3.1			
45	South Africa	4.6				115	Egypt	3.1			
46	Poland	4.6				116	Lesotho	3.1			
47	Brunei Darussalam	4.5				117	Moldova	3.1			
48	Saudi Arabia	4.5				118	Senegal	3.1			
49	Cyprus	4.4				119	Argentina	3.1			
50	Barbados	4.4				120	Armenia	3.1			
51	Croatia	4.3				121	Nigeria	3.1			
52	Botswana	4.3				122	Madagascar	3.0			
53	Latvia	4.2				123	Pakistan	3.0			
54	Hong Kong SAR	4.2				124	Mauritania	3.0			
55	Sri Lanka	4.2				125	Bulgaria	3.0			
56	Italy	4.1				126	Bangladesh	2.9			
57	China	4.1				127	Ukraine	2.9			
58	Montenegro	4.1				128	Mali	2.9			
59	Korea, Rep.	4.1				129	Timor-Leste	2.9			
60	Mauritius	4.1				130	Bosnia and Herzegovina	2.8			
61	Malta	4.0				131	Libya	2.8			
62	Guyana	3.9				132	Albania	2.8			
63	Thailand	3.9				133	Nepal	2.8			
64	Iran, Islamic Rep.	3.9				134	Vietnam	2.7			
65	Jordan	3.8				135	Kyrgyz Republic	2.5			
66	India	3.8				136	Burundi	2.2			
67	Mexico	3.8				137	Mongolia	2.1			
68	Panama	3.8				138	Côte d'Ivoire	2.0			
69	Chad	3.8				139	Lebanon	1.9			
70	Honduras	3.7									

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



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	MEAN: 4.4	7	RANK	COUNTRY/ECONOMY	SCORE	1	MEAN: 4.4	7
1	Rwanda	6.3				71	Slovenia	4.4			
2	Austria	6.1				72	Guyana	4.4			
3	United Arab Emirates	6.1				73	Turkey	4.4			
4	Singapore	6.1				74	Ecuador	4.3			
5	New Zealand	6.0				75	Uganda	4.3			
6	Barbados	5.9				76	Honduras	4.3			
7	Qatar	5.8				77	Ethiopia	4.2			
8	Oman	5.8				78	Tajikistan	4.2			
9	Switzerland	5.7				79	Cape Verde	4.2			
10	Mauritius	5.5				80	Georgia	4.2			
11	Tunisia	5.5				81	Madagascar	4.2			
12	Sweden	5.5				82	Croatia	4.2			
13	Gambia, The	5.5				83	Senegal	4.1			
14	France	5.4				84	Czech Republic	4.1			
15	Namibia	5.3				85	Azerbaijan	4.1			
16	Montenegro	5.3				86	Ghana	4.1			
17	Costa Rica	5.3				87	India	4.1			
18	Malaysia	5.3				88	Chile	4.0			
19	Morocco	5.2				89	El Salvador	4.0			
20	Denmark	5.2				90	Greece	4.0			
21	Luxembourg	5.1				91	Israel	4.0			
22	Mali	5.1				92	Nepal	4.0			
23	Uruguay	5.1				93	Albania	4.0			
24	Brunei Darussalam	5.1				94	Brazil	4.0			
25	China	5.1				95	Lesotho	3.9			
26	Finland	5.1				96	Mauritania	3.9			
27	Kenya	5.1				97	Nigeria	3.9			
28	Botswana	5.1				98	Serbia	3.9			
29	Iceland	5.1				99	Syria	3.8			
30	Ireland	5.0				100	Argentina	3.8			
31	Australia	5.0				101	Trinidad and Tobago	3.8			
32	South Africa	5.0				102	Hungary	3.8			
33	Puerto Rico	5.0				103	Philippines	3.7			
34	Netherlands	5.0				104	Macedonia, FYR	3.7			
35	Bahrain	5.0				105	Armenia	3.7			
36	Sri Lanka	5.0				106	Latvia	3.7			
37	Hong Kong SAR	5.0				107	Zimbabwe	3.7			
38	Panama	5.0				108	Chad	3.7			
39	Thailand	5.0				109	Korea, Rep.	3.6			
40	Jamaica	5.0				110	Timor-Leste	3.6			
41	Malta	4.9				111	Italy	3.6			
42	United States	4.9				112	Poland	3.6			
43	Canada	4.9				113	Iran, Islamic Rep.	3.5			
44	Portugal	4.9				114	Algeria	3.5			
45	Saudi Arabia	4.9				115	Kazakhstan	3.5			
46	Mozambique	4.8				116	Russian Federation	3.4			
47	Spain	4.8				117	Lithuania	3.4			
48	Egypt	4.8				118	Romania	3.4			
49	Peru	4.7				119	Guatemala	3.4			
50	Indonesia	4.7				120	Nicaragua	3.4			
51	Germany	4.7				121	Libya	3.3			
52	Burkina Faso	4.7				122	Cameroon	3.3			
53	Norway	4.7				123	Bulgaria	3.3			
54	Jordan	4.7				124	Lebanon	3.3			
55	Swaziland	4.7				125	Bangladesh	3.3			
56	Taiwan, China	4.7				126	Slovak Republic	3.2			
57	Cyprus	4.7				127	Mongolia	3.1			
58	Dominican Republic	4.7				128	Moldova	3.1			
59	Zambia	4.7				129	Bolivia	3.0			
60	Cambodia	4.6				130	Pakistan	3.0			
61	Estonia	4.6				131	Kyrgyz Republic	3.0			
62	Benin	4.6				132	Kuwait	2.9			
63	Vietnam	4.6				133	Ukraine	2.9			
64	Belgium	4.5				134	Paraguay	2.9			
65	Tanzania	4.5				135	Burundi	2.9			
66	United Kingdom	4.5				136	Bosnia and Herzegovina	2.9			
67	Colombia	4.5				137	Côte d'Ivoire	2.7			
68	Mexico	4.4				138	Angola	2.7			
69	Malawi	4.4				139	Venezuela	2.1			
70	Japan	4.4									

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 PM₁₀ micrograms per cubic meter | 2006

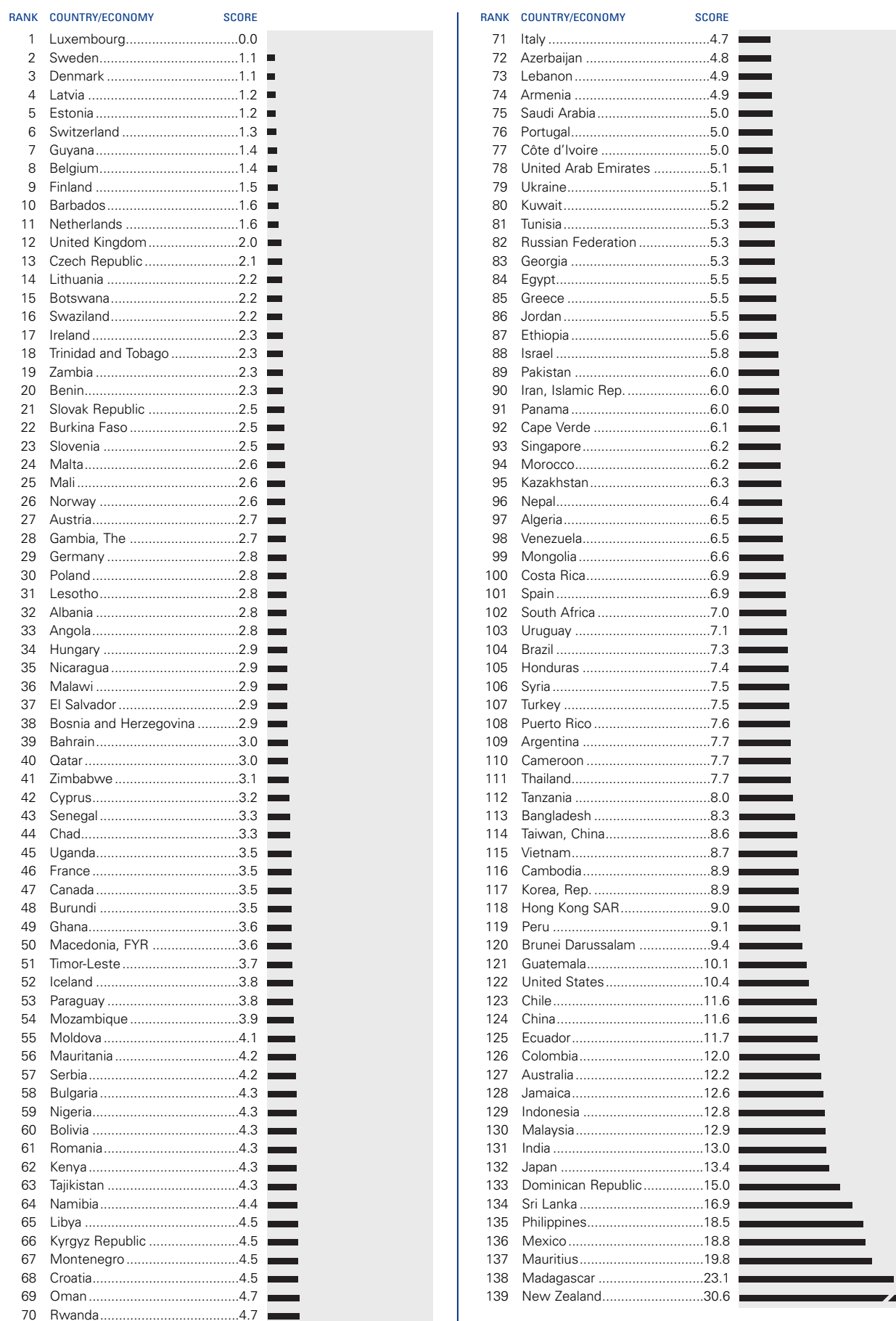
RANK	COUNTRY/ECONOMY	SCORE	RANK	COUNTRY/ECONOMY	SCORE
1	Venezuela	10.5	71	Costa Rica	36.3
2	Sweden	11.6	72	Lebanon	36.4
3	Uganda	11.9	73	Kenya	36.4
4	Estonia	13.0	74	Côte d'Ivoire	36.4
5	France	13.5	75	Mexico	36.5
6	New Zealand	14.4	76	Poland	37.4
7	Romania	14.5	77	Barbados	39.7
8	Luxembourg	14.7	78	Turkey	39.7
9	Norway	14.8	79	Zambia	39.8
10	Australia	15.4	80	Lesotho	40.9
11	Slovak Republic	15.4	81	Singapore	40.9
12	United Kingdom	15.5	82	Honduras	43.1
13	Latvia	15.6	83	Jamaica	43.3
14	Ireland	15.6	84	Cyprus	43.6
15	Canada	17.4	85	Albania	43.9
16	Mauritius	17.6	86	Jordan	44.7
17	Russian Federation	17.7	87	Nigeria	45.0
18	Finland	17.8	88	Cambodia	45.7
19	Iceland	18.3	89	Benin	46.0
20	Germany	18.6	90	Georgia	46.5
21	Hungary	18.6	91	Namibia	47.2
22	Denmark	18.7	92	Chile	47.8
23	Kazakhstan	18.8	93	Tajikistan	50.0
24	Lithuania	19.0	94	Iran, Islamic Rep.	50.6
25	Bosnia and Herzegovina	19.0	95	Qatar	51.3
26	Dominican Republic	19.5	96	Brunei Darussalam	54.0
27	Ukraine	20.5	97	Peru	54.5
28	South Africa	20.5	98	Vietnam	55.3
29	Puerto Rico	20.9	99	Bulgaria	57.4
30	Czech Republic	21.0	100	Taiwan, China ²	59.1
31	Macedonia, FYR	21.0	101	Armenia	59.5
32	Morocco	21.0	102	Azerbaijan	60.1
33	United States	21.3	103	Cameroon	62.0
34	Kyrgyz Republic	22.2	104	Guatemala	62.0
35	Colombia	22.4	105	India	64.9
36	Belgium	22.5	106	Angola	65.9
37	Philippines	22.8	107	Botswana	67.1
38	Malaysia	22.9	108	Bahrain	67.7
39	Portugal	23.3	109	Ethiopia	67.7
40	Brazil	23.3	110	Thailand	70.9
41	Ecuador	24.8	111	Algeria	71.0
42	Tanzania	25.4	112	China	73.0
43	Switzerland	25.5	113	Argentina	73.1
44	Rwanda	26.0	114	Syria	74.8
45	Cape Verde ³	26.3	115	Hong Kong SAR ¹	75.1
46	Italy	26.7	116	Paraguay	77.2
47	Zimbabwe	26.8	117	Sri Lanka	82.1
48	Nicaragua	27.6	118	Indonesia	82.9
49	Mozambique	28.0	119	Burkina Faso	84.4
50	Burundi	29.0	120	Gambia, The	85.8
51	Japan	29.6	121	Mauritania	86.4
52	Slovenia	30.1	122	Libya	87.6
53	Tunisia	30.1	123	Bolivia	94.1
54	Guyana	30.5	124	Senegal	95.0
55	Croatia	30.5	125	Kuwait	97.3
56	Israel	31.5	126	Trinidad and Tobago	101.0
57	Spain	31.6	127	Oman	108.4
58	Swaziland	32.8	128	Chad	109.4
59	Montenegro ³	32.9	129	Mongolia	110.5
60	Austria	33.0	130	Saudi Arabia	112.9
61	Malawi	33.1	131	Egypt	119.2
62	El Salvador	33.3	132	Pakistan	120.3
63	Netherlands	33.7	133	United Arab Emirates	127.1
64	Madagascar	33.8	134	Bangladesh	135.4
65	Ghana	34.5	135	Mali	152.0
66	Nepal	34.5	136	Uruguay	174.7
67	Korea, Rep.	34.7	n/a	Malta	n/a
68	Panama	35.0	n/a	Serbia	n/a
69	Greece	36.0	n/a	Timor-Leste	n/a
70	Moldova	36.1			

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



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	RANK	COUNTRY/ECONOMY	SCORE
1	Denmark	24.0	65	Iceland	19.0
1	Germany	24.0	65	Malta	19.0
1	Greece	24.0	65	Mexico	19.0
1	Ireland	24.0	65	Morocco	19.0
1	Netherlands	24.0	65	Mozambique	19.0
1	Poland	24.0	65	Namibia	19.0
1	Portugal	24.0	65	Sri Lanka	19.0
1	Spain	24.0	65	Syria	19.0
1	Sweden	24.0	65	Tunisia	19.0
10	Australia	23.0	65	Ukraine	19.0
10	Finland	23.0	81	Algeria	18.0
10	France	23.0	81	Dominican Republic	18.0
10	New Zealand	23.0	81	Gambia, The	18.0
10	Norway	23.0	81	Georgia	18.0
10	United Kingdom	23.0	81	Indonesia	18.0
16	Belgium	22.0	81	Jamaica	18.0
16	Brazil	22.0	81	Malaysia	18.0
16	Bulgaria	22.0	81	Mongolia	18.0
16	India	22.0	81	Nicaragua	18.0
16	Italy	22.0	81	Qatar	18.0
16	Japan	22.0	81	Saudi Arabia	18.0
16	Kenya	22.0	81	Serbia	18.0
16	Korea, Rep.	22.0	81	Venezuela	18.0
16	Luxembourg	22.0	94	Barbados	17.0
16	Nigeria	22.0	94	Burkina Faso	17.0
16	Panama	22.0	94	Cambodia	17.0
16	Senegal	22.0	94	Chad	17.0
16	Slovenia	22.0	94	Colombia	17.0
16	Switzerland	22.0	94	Guyana	17.0
30	Austria	21.0	94	Malawi	17.0
30	Chile	21.0	94	Mali	17.0
30	China	21.0	94	Moldova	17.0
30	Croatia	21.0	94	Montenegro	17.0
30	Cyprus	21.0	94	Paraguay	17.0
30	Egypt	21.0	94	Russian Federation	17.0
30	Estonia	21.0	94	Uganda	17.0
30	Hungary	21.0	94	United Arab Emirates	17.0
30	Jordan	21.0	108	Armenia	16.0
30	Lithuania	21.0	108	El Salvador	16.0
30	Philippines	21.0	108	Kuwait	16.0
30	Romania	21.0	108	Lebanon	16.0
30	Slovak Republic	21.0	108	Lesotho	16.0
30	South Africa	21.0	108	Macedonia, FYR	16.0
30	Tanzania	21.0	108	Nepal	16.0
30	Uruguay	21.0	108	Thailand	16.0
46	Benin	20.0	108	Vietnam	16.0
46	Cameroon	20.0	117	Angola	15.0
46	Canada	20.0	117	Azerbaijan	15.0
46	Costa Rica	20.0	117	Botswana	15.0
46	Côte d'Ivoire	20.0	117	Burundi	15.0
46	Czech Republic	20.0	117	Kazakhstan	15.0
46	Ecuador	20.0	117	Singapore	15.0
46	Ghana	20.0	117	Turkey	15.0
46	Guatemala	20.0	117	Zambia	15.0
46	Iran, Islamic Rep.	20.0	125	Bosnia and Herzegovina	14.0
46	Latvia	20.0	125	Ethiopia	14.0
46	Libya	20.0	125	Israel	14.0
46	Madagascar	20.0	125	Rwanda	14.0
46	Mauritania	20.0	125	United States	14.0
46	Mauritius	20.0	130	Bahrain	13.0
46	Oman	20.0	130	Kyrgyz Republic	13.0
46	Pakistan	20.0	132	Zimbabwe	12.0
46	Peru	20.0	133	Brunei Darussalam	11.0
46	Trinidad and Tobago	20.0	133	Swaziland	11.0
65	Albania	19.0	133	Tajikistan	11.0
65	Argentina	19.0	136	Timor-Leste	6.0
65	Bangladesh	19.0	n/a	Hong Kong SAR	n/a
65	Bolivia	19.0	n/a	Puerto Rico	n/a
65	Cape Verde	19.0	n/a	Taiwan, China	n/a
65	Honduras	19.0			

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

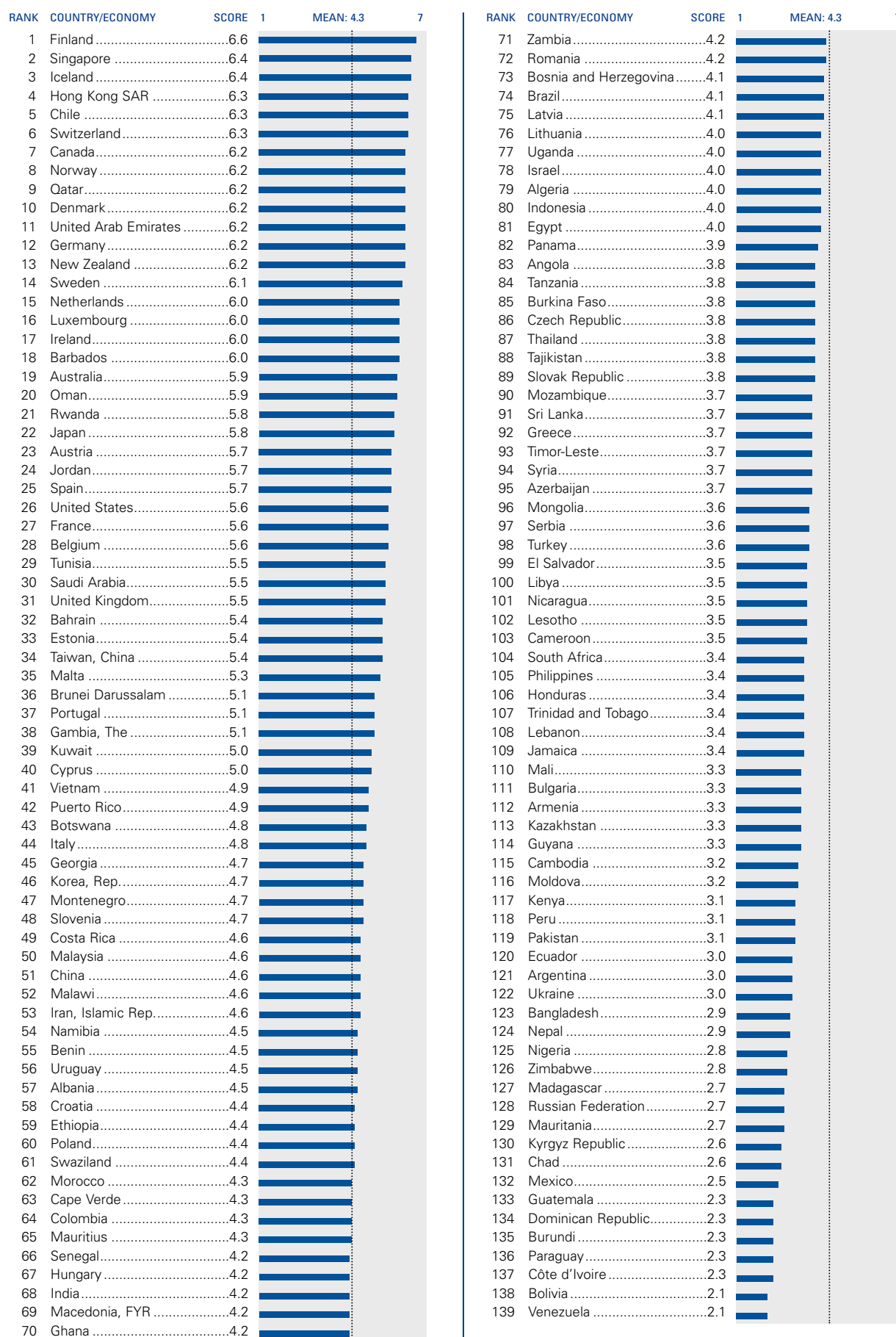
To what extent does the threat of terrorism impose costs on businesses in your country? [1 = significant costs; 7 = no costs] | 2009–10 weighted average

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



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	MEAN: 4.8	7	RANK	COUNTRY/ECONOMY	SCORE	1	MEAN: 4.8	7
1	Syria	6.6				71	Zimbabwe	4.9			
2	Oman	6.5				72	Kazakhstan	4.8			
3	Qatar	6.4				73	Mongolia	4.8			
4	United Arab Emirates	6.4				74	Algeria	4.8			
5	Tunisia	6.4				75	Indonesia	4.7			
6	Rwanda	6.4				76	Tanzania	4.7			
7	Iceland	6.4				77	Swaziland	4.7			
8	Hong Kong SAR	6.4				78	Chile	4.6			
9	Kuwait	6.3				79	Greece	4.6			
10	Finland	6.2				80	Korea, Rep.	4.6			
11	Malta	6.2				81	Cameroon	4.6			
12	Switzerland	6.2				82	Thailand	4.6			
13	Luxembourg	6.2				83	Botswana	4.6			
14	Norway	6.2				84	United States	4.5			
15	Denmark	6.1				85	Sri Lanka	4.5			
16	Saudi Arabia	6.1				86	Turkey	4.5			
17	Singapore	6.0				87	Zambia	4.5			
18	Brunei Darussalam	6.0				88	Vietnam	4.5			
19	Slovenia	6.0				89	Barbados	4.5			
20	Montenegro	6.0				90	Russian Federation	4.5			
21	Jordan	5.9				91	Malawi	4.5			
22	Austria	5.9				92	Italy	4.5			
23	Germany	5.9				93	Malaysia	4.4			
24	Libya	5.9				94	Serbia	4.4			
25	Cyprus	5.9				95	Cambodia	4.4			
26	Belgium	5.8				96	Cape Verde	4.3			
27	Sweden	5.8				97	Egypt	4.3			
28	Ireland	5.8				98	Angola	4.2			
29	Senegal	5.8				99	Benin	4.2			
30	Estonia	5.7				100	Kyrgyz Republic	4.2			
31	Armenia	5.7				101	Iran, Islamic Rep.	4.2			
32	Romania	5.7				102	Ghana	4.2			
33	Portugal	5.6				103	Bulgaria	4.2			
34	New Zealand	5.6				104	Philippines	4.0			
35	Czech Republic	5.6				105	Nicaragua	4.0			
36	Tajikistan	5.5				106	Mozambique	4.0			
37	Lithuania	5.5				107	Namibia	4.0			
38	Bahrain	5.5				108	Puerto Rico	4.0			
39	Taiwan, China	5.5				109	Timor-Leste	4.0			
40	Croatia	5.5				110	Bolivia	4.0			
41	Georgia	5.5				111	Lesotho	3.9			
42	France	5.5				112	Panama	3.8			
43	Latvia	5.4				113	Uganda	3.8			
44	Israel	5.4				114	Chad	3.8			
45	Australia	5.4				115	Costa Rica	3.7			
46	Azerbaijan	5.4				116	Argentina	3.7			
47	China	5.3				117	Ecuador	3.7			
48	Slovak Republic	5.3				118	Bangladesh	3.6			
49	Canada	5.3				119	Peru	3.6			
50	Poland	5.3				120	Nigeria	3.5			
51	Gambia, The	5.3				121	Paraguay	3.4			
52	Spain	5.2				122	Madagascar	3.4			
53	Japan	5.2				123	Brazil	3.3			
54	Ethiopia	5.2				124	Kenya	3.3			
55	United Kingdom	5.2				125	Dominican Republic	3.3			
56	Albania	5.2				126	Pakistan	3.2			
57	Morocco	5.2				127	Guyana	3.1			
58	Mali	5.1				128	Côte d'Ivoire	3.1			
59	Netherlands	5.1				129	Burundi	3.1			
60	Moldova	5.1				130	Nepal	3.0			
61	Hungary	5.0				131	Trinidad and Tobago	2.9			
62	Lebanon	5.0				132	Mexico	2.7			
63	Burkina Faso	5.0				133	Honduras	2.7			
64	Bosnia and Herzegovina	5.0				134	Colombia	2.5			
65	Ukraine	5.0				135	Venezuela	2.3			
66	Macedonia, FYR	5.0				136	Jamaica	2.1			
67	India	5.0				137	South Africa	2.1			
68	Mauritania	4.9				138	El Salvador	1.8			
69	Mauritius	4.9				139	Guatemala	1.7			
70	Uruguay	4.9									

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	RANK	COUNTRY/ECONOMY	SCORE
1	Malta	3.4	71	China	16.5
2	Uruguay	4.3	72	Bolivia	16.7
3	Netherlands	4.8	73	Georgia	16.8
3	Singapore	4.8	73	India	16.8
5	Switzerland ¹	4.9	75	Kuwait ¹	16.9
6	Japan	5.0	76	Dominican Republic	17.3
6	Norway	5.0	77	Taiwan, China	17.5
8	Sweden	5.2	78	Latvia ¹	17.9
9	United Kingdom ¹	5.4	79	Brazil ¹	18.3
10	Israel	5.7	80	Mongolia	19.3
11	Germany	6.0	81	Thailand	19.6
12	Macedonia, FYR ¹	6.9	82	Paraguay	19.7
13	Finland	7.2	83	Guyana	19.9
14	France	7.5	84	Philippines	20.0
15	Australia	7.8	85	Montenegro	20.4
16	Austria	8.3	86	Mexico ¹	20.7
17	Ireland ¹	8.5	87	Oman	21.3
18	Canada ¹	8.8	88	Peru	21.5
19	Spain ¹	9.3	88	Ukraine	21.5
20	Italy ¹	9.6	90	Venezuela ¹	21.8
21	Luxembourg ²	9.6	91	Lithuania ¹	22.4
22	Serbia	9.8	92	Kyrgyz Republic	22.8
23	Iceland ¹	10.0	93	Burundi	23.4
24	New Zealand	10.1	94	Malaysia	23.6
25	Belgium	10.2	95	Qatar	23.7
26	Cyprus	10.4	96	Uganda	24.7
26	Portugal	10.4	97	Cape Verde	25.1
28	Bosnia and Herzegovina	10.9	98	Russian Federation	25.2
29	Mauritius	11.1	99	Pakistan	25.3
30	Colombia	11.7	100	Zambia	25.6
30	Ecuador	11.7	101	Malawi	26.0
32	Czech Republic	12.0	102	Swaziland	26.3
33	Bahrain	12.1	103	Lesotho	26.7
33	Cambodia	12.1	104	Zimbabwe	27.5
35	Barbados	12.2	105	Cameroon	28.1
36	Hungary	12.3	106	Morocco	28.3
36	Jamaica	12.3	107	Lebanon	28.5
38	Bangladesh	12.6	108	Namibia	28.6
38	El Salvador	12.6	109	Saudi Arabia	29.0
40	Panama	12.7	110	Ghana	29.6
40	Romania	12.7	111	Kazakhstan	30.6
42	Korea, Rep.	12.8	112	Burkina Faso	31.1
42	Puerto Rico	12.8	113	Benin	31.2
44	Azerbaijan	13.0	114	Rwanda	31.6
45	Bulgaria	13.2	115	Mali	32.1
46	Turkey	13.4	116	Nigeria	32.3
47	Honduras	13.5	117	Senegal	32.5
47	Sri Lanka	13.5	118	Syria	32.9
49	Croatia	13.6	119	South Africa	33.2
50	Argentina	13.7	120	Madagascar	33.7
50	Chile ¹	13.7	121	Botswana	33.8
52	Brunei Darussalam	13.8	122	Jordan	34.2
53	Albania	13.9	123	Chad	34.3
53	Armenia	13.9	123	Tanzania	34.3
53	United States ¹	13.9	125	Kenya	34.4
56	Tajikistan	14.1	126	Tunisia	34.5
57	Nicaragua	14.2	127	Mozambique	34.7
58	Slovenia	14.6	128	Ethiopia	35.0
59	Estonia	14.7	129	Mauritania	35.5
59	Guatemala	14.7	130	Iran, Islamic Rep.	35.8
59	Poland	14.7	131	Gambia, The	36.6
62	Greece ¹	14.9	132	United Arab Emirates	37.1
63	Moldova	15.1	133	Angola	37.7
63	Nepal	15.1	134	Libya	40.5
63	Slovak Republic	15.1	135	Egypt	41.6
66	Costa Rica	15.4	n/a	Algeria	n/a
67	Trinidad and Tobago	15.5	n/a	Côte d'Ivoire	n/a
68	Timor-Leste	16.1	n/a	Denmark	n/a
68	Vietnam	16.1	n/a	Hong Kong SAR	n/a
70	Indonesia	16.2			

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	RANK	COUNTRY/ECONOMY	SCORE
1	Greece ⁷	5.4	71	Ecuador ¹	1.5
2	Georgia	4.5	72	Turkey ⁸	1.5
3	Russian Federation ⁷	4.3	73	Bosnia and Herzegovina ⁶	1.4
4	Belgium ⁷	4.2	73	China ⁴	1.4
5	Lithuania	4.0	75	Colombia ³	1.4
6	Switzerland ⁷	4.0	76	Tunisia ⁵	1.3
7	Netherlands	3.9	77	Costa Rica ¹	1.3
8	Norway	3.9	78	Libya ⁵	1.3
9	Kazakhstan	3.9	79	El Salvador ³	1.2
10	Austria	3.8	80	Bolivia ²	1.2
10	Azerbaijan	3.8	81	Algeria	1.2
12	Iceland ⁷	3.8	81	Barbados ⁷	1.2
13	Spain	3.8	83	Trinidad and Tobago	1.2
14	France	3.7	84	Albania	1.2
15	Armenia	3.7	84	Philippines ³	1.2
15	Italy ⁷	3.7	86	Brunei Darussalam ³	1.1
17	Bulgaria	3.7	87	Paraguay ³	1.1
18	Uruguay ³	3.7	88	Chile ⁴	1.1
19	Israel	3.6	89	Mauritius ⁵	1.1
20	Czech Republic	3.6	90	Guatemala ⁸	1.0
21	Sweden ⁷	3.6	91	Australia ⁷	1.0
22	Germany	3.5	92	Iran, Islamic Rep. ⁶	0.9
23	Portugal ⁶	3.4	93	Jamaica ⁴	0.9
24	Malta	3.4	94	Pakistan	0.8
25	Estonia ⁷	3.3	95	South Africa ⁵	0.8
26	Finland	3.3	96	Malaysia ³	0.7
27	Lebanon ⁷	3.3	97	India ⁶	0.6
28	Argentina ⁵	3.2	98	Cape Verde ⁸	0.6
28	Denmark ⁷	3.2	98	Honduras ¹	0.6
30	Ukraine ⁷	3.1	100	Morocco	0.6
31	Slovak Republic ⁵	3.1	100	Vietnam ³	0.6
32	Ireland	3.1	102	Sri Lanka ⁵	0.6
33	Latvia	3.0	103	Syria ⁷	0.5
34	Bahrain	3.0	104	Guyana ¹	0.5
35	Mexico ⁵	2.9	105	Botswana ⁵	0.4
36	Luxembourg ⁶	2.9	105	Nigeria ⁸	0.4
37	Hungary	2.8	107	Nicaragua ⁴	0.4
38	Qatar ⁷	2.8	108	Thailand ³	0.3
39	Moldova	2.7	109	Bangladesh ⁶	0.3
39	United States ⁵	2.7	109	Namibia ⁵	0.3
41	Mongolia ³	2.6	111	Nepal ⁵	0.2
42	Croatia	2.6	112	Cameroon ⁵	0.2
43	Jordan	2.6	113	Cambodia ¹	0.2
44	Macedonia, FYR ⁷	2.6	113	Madagascar	0.2
45	Egypt ⁶	2.4	113	Swaziland ⁵	0.2
46	Slovenia ⁷	2.4	113	Zimbabwe ⁵	0.2
47	Taiwan, China ⁹	2.4	117	Côte d'Ivoire ⁸	0.1
48	Cyprus ⁷	2.3	117	Kenya ³	0.1
48	Kyrgyz Republic	2.3	119	Indonesia ⁴	0.1
50	Puerto Rico ⁷	2.2	119	Mauritania ⁹	0.1
51	United Kingdom ³	2.1	121	Uganda ⁶	0.1
52	New Zealand ³	2.1	122	Ghana ⁸	0.1
53	Japan ⁵	2.1	123	Timor-Leste ⁵	0.1
54	Serbia	2.0	124	Angola ⁵	0.1
55	Poland ⁷	2.0	125	Mali	0.1
55	Tajikistan ⁷	2.0	126	Burkina Faso ⁸	0.1
57	Montenegro	2.0	127	Benin ⁸	0.1
58	Venezuela ²	1.9	127	Senegal ⁸	0.1
59	Romania ⁷	1.9	129	Zambia ⁷	0.1
60	Canada ⁷	1.9	130	Lesotho ⁴	0.1
61	Dominican Republic ¹	1.9	131	Chad ⁵	0.0
62	Oman	1.8	132	Gambia, The ⁸	0.0
63	Kuwait ⁶	1.8	133	Burundi ⁵	0.0
64	Korea, Rep. ⁵	1.7	134	Mozambique ⁷	0.0
65	Brazil ⁷	1.7	135	Rwanda ⁶	0.0
66	Saudi Arabia	1.6	136	Ethiopia	0.0
67	Peru ⁹	1.6	137	Malawi ⁸	0.0
68	United Arab Emirates ⁶	1.6	138	Tanzania ⁷	0.0
69	Panama ¹	1.5	n/a	Hong Kong SAR	n/a
69	Singapore ⁴	1.5			

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	RANK	COUNTRY/ECONOMY	SCORE
1	Australia	100	71	Macedonia, FYR	89
1	Austria	100	72	El Salvador	87
1	Bahrain	100	72	Oman ¹	87
1	Barbados	100	72	Russian Federation	87
1	Belgium	100	75	Mexico	85
1	Bulgaria	100	75	Tunisia	85
1	Canada	100	77	Dominican Republic	83
1	Cyprus	100	77	Jamaica	83
1	Denmark	100	79	Guatemala	81
1	Finland	100	79	Guyana	81
1	France	100	81	Brazil	80
1	Germany	100	82	Moldova	79
1	Hong Kong SAR ³	100	83	Latvia	78
1	Hungary	100	84	South Africa	77
1	Iceland	100	85	Philippines	76
1	Israel	100	86	Vietnam	75
1	Italy ³	100	87	Colombia	74
1	Japan	100	88	Romania	72
1	Korea, Rep.	100	89	Honduras	71
1	Kuwait	100	90	Paraguay	70
1	Luxembourg	100	91	Morocco	69
1	Malta	100	91	Panama	69
1	Netherlands	100	93	Peru	68
1	New Zealand ³	100	94	Gambia, The	67
1	Norway	100	95	Botswana	60
1	Portugal	100	96	Angola	57
1	Qatar	100	97	Malawi	56
1	Singapore	100	98	China	55
1	Slovak Republic	100	98	Swaziland	55
1	Slovenia	100	100	Cape Verde	54
1	Spain	100	100	Rwanda	54
1	Sweden	100	102	Bangladesh	53
1	Switzerland	100	103	Indonesia	52
1	United Kingdom	100	103	Nicaragua	52
1	United States	100	105	Senegal	51
1	Uruguay	100	106	Mongolia	50
37	Croatia	99	106	Timor-Leste	50
37	Ireland	99	108	Zambia	49
39	Albania	98	109	Uganda	48
39	Czech Republic	98	110	Cameroon	47
39	Greece	98	111	Burundi	46
39	Jordan	98	112	Azerbaijan	45
43	Kazakhstan	97	112	Pakistan	45
43	Libya	97	114	Zimbabwe	44
43	United Arab Emirates	97	115	Mali	36
46	Chile	96	116	Namibia	33
46	Malaysia	96	117	Nigeria	32
46	Syria	96	118	India	31
46	Thailand	96	118	Kenya	31
50	Algeria	95	118	Nepal	31
50	Bosnia and Herzegovina	95	121	Cambodia	29
50	Costa Rica	95	121	Lesotho	29
50	Estonia	95	123	Mauritania	26
50	Georgia	95	124	Bolivia	25
50	Ukraine	95	125	Tanzania	24
56	Egypt	94	126	Côte d'Ivoire	23
56	Tajikistan	94	127	Mozambique	17
58	Kyrgyz Republic	93	128	Ghana	13
59	Ecuador	92	129	Benin	12
59	Montenegro	92	129	Ethiopia	12
59	Serbia	92	131	Burkina Faso	11
59	Trinidad and Tobago	92	131	Madagascar	11
63	Mauritius	91	133	Chad	9
63	Sri Lanka	91	n/a	Iran, Islamic Rep.	n/a
63	Venezuela ²	91	n/a	Lebanon	n/a
66	Argentina	90	n/a	Lithuania	n/a
66	Armenia	90	n/a	Puerto Rico	n/a
66	Brunei Darussalam ⁴	90	n/a	Saudi Arabia	n/a
66	Poland	90	n/a	Taiwan, China	n/a
66	Turkey	90			

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	RANK	COUNTRY/ECONOMY	SCORE
1	Australia	100	68	Jamaica	94
1	Austria	100	68	Mexico	94
1	Barbados	100	68	Trinidad and Tobago	94
1	Belgium	100	68	Tunisia	94
1	Bulgaria	100	68	Vietnam	94
1	Canada	100	76	Panama	93
1	Cyprus	100	77	Colombia	92
1	Czech Republic	100	77	Gambia, The	92
1	Denmark	100	77	Namibia	92
1	Finland	100	80	Philippines	91
1	France	100	80	South Africa	91
1	Germany	100	82	Kyrgyz Republic	90
1	Greece	100	82	Moldova	90
1	Hong Kong SAR ⁴	100	82	Pakistan	90
1	Hungary	100	82	Sri Lanka	90
1	Iceland	100	86	China	89
1	Ireland	100	86	Saudi Arabia ¹	89
1	Israel	100	86	Syria	89
1	Italy	100	86	Venezuela ¹	89
1	Japan	100	90	India	88
1	Lebanon	100	90	Nepal	88
1	Luxembourg	100	90	Oman	88
1	Macedonia, FYR	100	90	Romania ³	88
1	Malaysia	100	94	El Salvador	87
1	Malta	100	95	Bolivia	86
1	Netherlands	100	95	Dominican Republic	86
1	New Zealand	100	95	Honduras	86
1	Norway	100	95	Paraguay	86
1	Poland	100	99	Lesotho	85
1	Qatar	100	99	Nicaragua	85
1	Singapore	100	101	Cape Verde	84
1	Slovak Republic	100	102	Algeria	83
1	Spain	100	103	Ghana	82
1	Sweden	100	103	Peru	82
1	Switzerland	100	103	Zimbabwe	82
1	United Arab Emirates	100	106	Morocco	81
1	United Kingdom	100	107	Azerbaijan	80
1	Uruguay	100	107	Bangladesh	80
39	Brunei Darussalam	100	107	Côte d'Ivoire	80
40	Bosnia and Herzegovina	99	107	Indonesia	80
40	Croatia	99	107	Malawi	80
40	Egypt	99	112	Burkina Faso	76
40	Kuwait	99	112	Mongolia	76
40	Latvia	99	114	Benin	75
40	Mauritius	99	115	Cameroon	74
40	Portugal	99	116	Burundi	72
40	Serbia	99	117	Libya ²	71
40	Slovenia	99	118	Tajikistan	70
40	Turkey	99	119	Senegal	69
40	United States	99	119	Swaziland	69
51	Estonia	98	119	Timor-Leste	69
51	Georgia	98	122	Uganda	67
51	Korea, Rep.	98	123	Rwanda	65
51	Montenegro	98	124	Cambodia	61
51	Thailand	98	125	Zambia	60
51	Ukraine	98	126	Kenya	59
57	Albania	97	127	Nigeria	58
57	Argentina	97	128	Mali	56
57	Brazil	97	129	Tanzania	54
57	Costa Rica	97	130	Angola	50
57	Puerto Rico ⁴	97	130	Chad	50
62	Armenia	96	132	Mauritania	49
62	Chile	96	133	Mozambique	47
62	Jordan	96	134	Madagascar	41
62	Russian Federation	96	135	Ethiopia	38
66	Botswana	95	n/a	Bahrain	n/a
66	Kazakhstan	95	n/a	Iran, Islamic Rep.	n/a
68	Ecuador	94	n/a	Lithuania	n/a
68	Guatemala	94	n/a	Taiwan, China	n/a
68	Guyana	94			

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	RANK	COUNTRY/ECONOMY	SCORE
1	Japan ³	139.0	70	Trinidad and Tobago	27.0
2	Russian Federation ⁵	97.0	72	Brunei Darussalam ³	26.0
3	Ukraine ⁵	87.0	73	Qatar ⁵	25.0
4	Korea, Rep. ³	86.0	74	Brazil ⁴	24.0
5	Germany ⁵	83.0	75	Chile ⁵	23.0
6	Czech Republic	81.0	76	Panama	22.0
6	Lithuania	81.0	76	Saudi Arabia	22.0
8	Azerbaijan	79.0	76	Thailand ²	22.0
9	Austria	78.0	79	Cape Verde ⁶	21.0
9	Malta	78.0	79	Egypt	21.0
11	Kazakhstan	77.0	79	Swaziland ⁵	21.0
12	Barbados ⁶	76.0	82	Bahrain	20.0
12	Latvia	76.0	82	Oman	20.0
14	Iceland ²	75.0	82	Tunisia ⁶	20.0
15	France ⁵	72.0	85	Algeria ⁵	19.0
16	Hungary	71.0	85	Guyana	19.0
17	Finland	68.0	85	United Arab Emirates	19.0
17	Slovak Republic	68.0	85	Zambia ⁶	19.0
19	Taiwan, China ⁷	67.8	89	Botswana ⁶	18.0
20	Romania ⁵	65.0	89	Jordan	18.0
21	Bulgaria	64.0	89	Kuwait ⁶	18.0
22	Luxembourg ³	63.0	89	Malaysia ⁴	18.0
23	New Zealand ²	62.0	93	Jamaica	17.0
24	Moldova	61.0	93	Mexico	17.0
24	Tajikistan ⁵	61.0	93	Rwanda	17.0
26	Mongolia ³	60.0	96	Cameroon ⁵	15.0
27	Israel	58.0	96	Peru ⁶	15.0
28	Estonia	56.0	96	Syria ⁶	15.0
29	Switzerland ⁴	55.0	99	Iran, Islamic Rep. ⁵	14.0
30	Serbia	54.0	100	Costa Rica	13.0
31	Belgium	53.0	100	Lesotho ⁵	13.0
31	Croatia	53.0	100	Paraguay ⁶	13.0
31	Ireland ⁵	53.0	100	Venezuela	13.0
34	Poland ⁵	52.0	104	Bolivia ⁶	11.0
35	Kyrgyz Republic	51.0	104	Gambia, The ⁷	11.0
36	Nepal ⁵	50.0	104	Kenya ⁷	11.0
37	Greece ⁵	48.0	104	Malawi	11.0
37	Netherlands	48.0	104	Morocco	11.0
39	Slovenia	47.0	109	Colombia ⁵	10.0
40	Macedonia, FYR ⁵	46.0	109	Dominican Republic ⁶	10.0
41	Argentina ¹	41.0	109	Madagascar ⁷	10.0
41	Armenia	41.0	112	Burkina Faso ⁵	9.0
43	Montenegro	40.0	112	Ghana ⁷	9.0
44	Australia ³	39.0	112	India ⁴	9.0
44	Italy ⁵	39.0	112	Nicaragua	9.0
44	Norway	39.0	112	Tanzania ⁶	9.0
44	United Kingdom ³	39.0	117	Angola ⁴	8.0
48	Cyprus ⁵	37.0	117	El Salvador ⁶	8.0
48	Libya ⁶	37.0	117	Mozambique	8.0
50	Denmark	35.0	120	Burundi ⁵	7.0
50	Portugal ⁵	35.0	120	Honduras ⁶	7.0
52	Canada ¹	34.0	122	Ecuador ⁶	6.0
52	Lebanon	34.0	122	Guatemala ⁶	6.0
52	Spain ⁵	34.0	122	Indonesia ²	6.0
55	Georgia	33.0	122	Mali ⁶	6.0
55	Mauritius ⁶	33.0	122	Pakistan ⁶	6.0
57	Singapore ⁴	32.0	127	Benin ⁶	5.0
58	Sri Lanka ³	31.0	127	Nigeria ³	5.0
58	United States	31.0	127	Philippines ²	5.0
60	Bosnia and Herzegovina ⁴	30.0	130	Bangladesh ⁴	4.0
60	China ³	30.0	130	Chad ⁴	4.0
60	Sweden ⁵	30.0	130	Côte d'Ivoire ⁵	4.0
60	Zimbabwe ⁵	30.0	130	Mauritania ⁵	4.0
64	Puerto Rico ⁴	29.3	130	Uganda ⁷	4.0
65	Albania	29.0	135	Senegal ⁶	3.0
65	Uruguay	29.0	136	Ethiopia ⁶	2.0
67	South Africa ⁴	28.0	137	Cambodia ³	1.0
67	Turkey	28.0	n/a	Hong Kong SAR	n/a
67	Vietnam ³	28.0	n/a	Timor-Leste	n/a
70	Namibia ⁷	27.0			

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	MEAN: 5.3	7	RANK	COUNTRY/ECONOMY	SCORE	1	MEAN: 5.3	7
1	Rwanda	6.8				71	Indonesia	5.3			
2	Barbados	6.8				72	Saudi Arabia	5.3			
3	New Zealand	6.7				73	Israel	5.3			
4	Tunisia	6.7				74	Malawi	5.2			
5	Mauritius	6.7				75	China	5.2			
6	Singapore	6.6				76	Italy	5.2			
7	Malta	6.5				77	United States	5.2			
8	United Arab Emirates	6.5				78	Uganda	5.2			
9	Austria	6.5				79	Brunei Darussalam	5.2			
10	Jamaica	6.5				80	India	5.2			
11	Morocco	6.4				81	Netherlands	5.1			
12	Hong Kong SAR	6.4				82	Hungary	5.1			
13	Costa Rica	6.3				83	Belgium	5.1			
14	Spain	6.3				84	Colombia	5.1			
15	Gambia, The	6.3				85	Denmark	5.1			
16	Thailand	6.3				86	Norway	5.1			
17	France	6.2				87	Tajikistan	5.1			
18	Cyprus	6.2				88	Honduras	5.0			
19	Ireland	6.2				89	Guyana	5.0			
20	Namibia	6.2				90	Mauritania	5.0			
21	Switzerland	6.2				91	El Salvador	5.0			
22	Oman	6.2				92	Albania	5.0			
23	Dominican Republic	6.1				93	Ethiopia	5.0			
24	South Africa	6.1				94	Slovenia	4.9			
25	Malaysia	6.1				95	Tanzania	4.9			
26	Portugal	6.1				96	Ecuador	4.9			
27	Senegal	6.1				97	Mongolia	4.9			
28	Greece	6.1				98	Benin	4.8			
29	Mali	6.0				99	Ghana	4.8			
30	Montenegro	6.0				100	Argentina	4.8			
31	Puerto Rico	6.0				101	Korea, Rep.	4.8			
32	Uruguay	6.0				102	Finland	4.8			
33	Australia	5.9				103	Serbia	4.7			
34	Cambodia	5.9				104	Brazil	4.7			
35	Cape Verde	5.9				105	Lesotho	4.7			
36	Sri Lanka	5.9				106	Kyrgyz Republic	4.7			
37	Panama	5.9				107	Germany	4.7			
38	Burkina Faso	5.9				108	Bulgaria	4.7			
39	Botswana	5.9				109	Algeria	4.6			
40	Croatia	5.8				110	Macedonia, FYR	4.6			
41	Kenya	5.8				111	Latvia	4.5			
42	Bahrain	5.8				112	Guatemala	4.5			
43	Madagascar	5.8				113	Chile	4.5			
44	Georgia	5.8				114	Kazakhstan	4.5			
45	Mexico	5.8				115	Trinidad and Tobago	4.5			
46	Egypt	5.8				116	Romania	4.4			
47	Qatar	5.7				117	Timor-Leste	4.4			
48	Mozambique	5.7				118	Cameroon	4.4			
49	Nepal	5.7				119	Nigeria	4.4			
50	Canada	5.7				120	Nicaragua	4.3			
51	Iceland	5.7				121	Chad	4.3			
52	Zimbabwe	5.7				122	Russian Federation	4.2			
53	Zambia	5.7				123	Bangladesh	4.2			
54	Azerbaijan	5.6				124	Lithuania	4.1			
55	Jordan	5.6				125	Moldova	4.0			
56	Swaziland	5.6				126	Burundi	4.0			
57	Vietnam	5.6				127	Côte d'Ivoire	3.9			
58	Taiwan, China	5.6				128	Poland	3.9			
59	Peru	5.5				129	Libya	3.9			
60	Lebanon	5.5				130	Ukraine	3.9			
61	Sweden	5.4				131	Slovak Republic	3.9			
62	Estonia	5.4				132	Bolivia	3.8			
63	United Kingdom	5.4				133	Iran, Islamic Rep.	3.7			
64	Japan	5.4				134	Pakistan	3.5			
65	Turkey	5.4				135	Paraguay	3.4			
66	Armenia	5.3				136	Bosnia and Herzegovina	3.1			
67	Syria	5.3				137	Angola	3.0			
68	Luxembourg	5.3				138	Kuwait	2.9			
69	Czech Republic	5.3				139	Venezuela	2.7			
70	Philippines	5.3									

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

RANK	COUNTRY/ECONOMY	SCORE
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	MEAN: 4.4	7	RANK	COUNTRY/ECONOMY	SCORE	1	MEAN: 4.4	7
1	United Arab Emirates	6.5				71	Estonia	4.4			
2	Austria	6.4				72	Albania	4.4			
3	Rwanda	6.3				73	Senegal	4.4			
4	Singapore	6.1				74	Tanzania	4.4			
5	New Zealand	6.1				75	Botswana	4.4			
6	Barbados	6.0				76	Nepal	4.4			
7	Switzerland	5.9				77	Ecuador	4.3			
8	Mauritius	5.9				78	Belgium	4.3			
9	Jamaica	5.9				79	Croatia	4.3			
10	Ireland	5.7				80	Lesotho	4.2			
11	Qatar	5.6				81	Argentina	4.2			
12	Morocco	5.6				82	Uganda	4.2			
13	Montenegro	5.6				83	Malawi	4.2			
14	Costa Rica	5.6				84	Azerbaijan	4.1			
15	Malaysia	5.5				85	Czech Republic	4.1			
16	Hong Kong SAR	5.5				86	Finland	4.1			
17	Spain	5.5				87	Benin	4.1			
18	Tunisia	5.5				88	Syria	4.1			
19	Kenya	5.5				89	Ethiopia	4.1			
20	Thailand	5.5				90	Georgia	4.0			
21	Panama	5.4				91	Guyana	4.0			
22	Oman	5.4				92	Mauritania	4.0			
23	France	5.4				93	Serbia	3.9			
24	Mali	5.4				94	Chile	3.9			
25	China	5.3				95	Brazil	3.9			
26	South Africa	5.2				96	Hungary	3.8			
27	United States	5.2				97	Cape Verde	3.8			
28	Gambia, The	5.2				98	Armenia	3.8			
29	Uruguay	5.1				99	Philippines	3.8			
30	Iceland	5.1				100	Ghana	3.8			
31	Swaziland	5.1				101	Nigeria	3.8			
32	Puerto Rico	5.1				102	Macedonia, FYR	3.8			
33	Peru	5.1				103	Trinidad and Tobago	3.8			
34	Dominican Republic	5.1				104	Korea, Rep.	3.8			
35	Malta	5.0				105	Guatemala	3.7			
36	Sri Lanka	5.0				106	Israel	3.7			
37	Namibia	5.0				107	Poland	3.7			
38	Cyprus	5.0				108	Italy	3.7			
39	Netherlands	5.0				109	Latvia	3.7			
40	Sweden	5.0				110	Bulgaria	3.7			
41	Bahrain	4.9				111	Tajikistan	3.7			
42	Egypt	4.9				112	Timor-Leste	3.7			
43	United Kingdom	4.9				113	Lebanon	3.6			
44	Australia	4.9				114	Zimbabwe	3.6			
45	Burkina Faso	4.9				115	Mongolia	3.6			
46	Portugal	4.9				116	Iran, Islamic Rep.	3.6			
47	Turkey	4.9				117	Nicaragua	3.5			
48	Mexico	4.8				118	Romania	3.5			
49	Taiwan, China	4.8				119	Russian Federation	3.4			
50	Jordan	4.8				120	Ukraine	3.4			
51	Germany	4.8				121	Libya	3.3			
52	Cambodia	4.8				122	Lithuania	3.3			
53	Canada	4.8				123	Chad	3.2			
54	Mozambique	4.7				124	Kazakhstan	3.2			
55	Luxembourg	4.7				125	Bangladesh	3.1			
56	Colombia	4.7				126	Kyrgyz Republic	3.1			
57	Denmark	4.7				127	Algeria	3.1			
58	Indonesia	4.6				128	Pakistan	3.1			
59	Zambia	4.6				129	Paraguay	3.1			
60	Madagascar	4.6				130	Cameroon	3.0			
61	Brunei Darussalam	4.6				131	Bolivia	3.0			
62	Vietnam	4.5				132	Bosnia and Herzegovina	3.0			
63	India	4.5				133	Moldova	2.8			
64	Saudi Arabia	4.5				134	Côte d'Ivoire	2.7			
65	Greece	4.5				135	Burundi	2.6			
66	Honduras	4.5				136	Kuwait	2.6			
67	Japan	4.5				137	Slovak Republic	2.5			
68	Slovenia	4.4				138	Angola	2.4			
69	El Salvador	4.4				139	Venezuela	2.1			
70	Norway	4.4									

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	RANK	COUNTRY/ECONOMY	SCORE
1	Azerbaijan	.68	58	Zimbabwe	.52
1	Cyprus	.68	72	Canada	.51
1	Finland	.68	72	Kenya	.51
1	France	.68	74	Angola	.50
1	Israel	.68	75	Australia	.48
1	Italy	.68	75	Belgium	.48
1	Latvia	.68	75	Czech Republic	.48
1	Peru	.68	75	India	.48
1	Saudi Arabia	.68	75	Serbia	.48
1	Spain	.68	75	Sweden	.48
1	Turkey	.68	75	Switzerland	.48
12	Norway	.67	75	Trinidad and Tobago	.48
12	Poland	.67	83	Guatemala	.47
14	Hungary	.66	83	Pakistan	.47
15	Albania	.64	85	Botswana	.46
15	Bulgaria	.64	85	Mali	.46
15	Jordan	.64	85	South Africa	.46
15	Lithuania	.64	88	Lesotho	.44
15	Mexico	.64	88	Luxembourg	.44
15	Nicaragua	.64	88	Madagascar	.44
15	Tunisia	.64	88	Taiwan, China	.44
22	Russian Federation	.63	88	Tanzania	.44
22	Slovenia	.63	93	Bahrain	.43
22	United Kingdom	.63	93	Barbados	.43
25	Moldova	.62	93	Georgia	.43
25	Venezuela	.62	93	Korea, Rep.	.43
27	Portugal	.61	93	Senegal	.43
28	Chile	.60	98	Japan	.42
28	China	.60	98	Kyrgyz Republic	.42
28	Dominican Republic	.60	98	Zambia	.42
28	Indonesia	.60	101	Bangladesh	.41
28	Kazakhstan	.60	101	Burkina Faso	.41
28	Morocco	.60	101	Kuwait	.41
28	Mozambique	.60	101	Ukraine	.41
28	Panama	.60	105	Benin	.40
36	El Salvador	.59	105	Cape Verde	.40
36	Ireland	.59	105	Montenegro	.40
36	Malta	.59	105	Namibia	.40
36	Syria	.59	105	Nepal	.40
40	Egypt	.58	105	Nigeria	.40
40	Uruguay	.58	111	Gambia, The	.39
42	Slovak Republic	.57	111	Thailand	.39
42	Swaziland	.57	113	Colombia	.38
44	Croatia	.56	114	Malawi	.37
44	Denmark	.56	115	Algeria	.36
44	Iceland	.56	115	Bosnia and Herzegovina	.36
44	Jamaica	.56	115	Oman	.36
44	Macedonia, FYR	.56	118	Libya	.35
44	Mauritius	.56	119	Brazil	.32
44	New Zealand	.56	119	Ecuador	.32
44	Paraguay	.56	119	Lebanon	.32
44	Puerto Rico	.56	119	Uganda	.32
44	Romania	.56	123	Ethiopia	.29
44	Sri Lanka	.56	123	Qatar	.29
55	Philippines	.55	125	Brunei Darussalam	.28
56	Armenia	.53	126	Cameroon	.27
56	Honduras	.53	126	Ghana	.27
58	Argentina	.52	128	Vietnam	.25
58	Austria	.52	129	Mongolia	.24
58	Bolivia	.52	130	Burundi	.23
58	Cambodia	.52	131	Iran, Islamic Rep.	.19
58	Costa Rica	.52	132	Rwanda	.18
58	Estonia	.52	133	Timor-Leste	.16
58	Germany	.52	134	Chad	.15
58	Greece	.52	134	Guyana	.15
58	Hong Kong SAR	.52	136	United Arab Emirates	.14
58	Malaysia	.52	137	Tajikistan	.12
58	Netherlands	.52	138	Côte d'Ivoire	.11
58	Singapore	.52	139	Mauritania	.00
58	United States	.52			

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	RANK	COUNTRY/ECONOMY	SCORE
1	Barbados	18.0	66	Philippines	14.5
1	China	18.0	72	Albania	13.5
1	Cyprus	18.0	72	Argentina	13.5
1	Korea, Rep.	18.0	72	Armenia	13.5
1	Morocco	18.0	72	Azerbaijan	13.5
6	Bulgaria	17.5	72	Brazil	13.5
6	Japan	17.5	72	Cape Verde	13.5
6	Serbia	17.5	72	Costa Rica	13.5
6	Slovenia	17.5	72	Czech Republic	13.5
6	Spain	17.5	72	Ireland	13.5
6	Turkey	17.5	72	Kazakhstan	13.5
12	Australia	16.5	72	Latvia	13.5
12	Austria	16.5	72	Pakistan	13.5
12	Cambodia	16.5	72	Peru	13.5
12	Chile	16.5	72	Poland	13.5
12	Dominican Republic	16.5	72	Russian Federation	13.5
12	Ecuador	16.5	72	Ukraine	13.5
12	France	16.5	88	Denmark	12.5
12	Georgia	16.5	89	Guyana	12.0
12	Germany	16.5	89	Hungary	12.0
12	Guatemala	16.5	89	Madagascar	12.0
12	Honduras	16.5	89	Saudi Arabia	12.0
12	Hong Kong SAR	16.5	89	Swaziland	12.0
12	Iceland	16.5	89	Syria	12.0
12	India	16.5	89	Vietnam	12.0
12	Indonesia	16.5	96	Luxembourg	11.0
12	Israel	16.5	96	Senegal	11.0
12	Malta	16.5	98	Mozambique	10.5
12	Mauritius	16.5	98	Uganda	10.5
12	Mexico	16.5	98	Venezuela	10.5
12	Mongolia	16.5	101	Lebanon	10.0
12	Montenegro	16.5	102	Kyrgyz Republic	9.0
12	Nepal	16.5	102	Moldova	9.0
12	New Zealand	16.5	102	Namibia	9.0
12	Panama	16.5	102	Timor-Leste	9.0
12	Paraguay	16.5	102	United Arab Emirates	9.0
12	Portugal	16.5	107	Puerto Rico	8.0
12	Romania	16.5	108	Trinidad and Tobago	4.0
12	Singapore	16.5	109	Algeria	3.0
12	Switzerland	16.5	109	Angola	3.0
12	Taiwan, China	16.5	109	Bahrain	3.0
12	Thailand	16.5	109	Benin	3.0
12	Tunisia	16.5	109	Bolivia	3.0
12	Uruguay	16.5	109	Burkina Faso	3.0
45	United States	16.0	109	Ethiopia	3.0
46	Bosnia and Herzegovina	15.5	109	Gambia, The	3.0
46	Canada	15.5	109	Kuwait	3.0
46	Colombia	15.5	109	Lesotho	3.0
46	Croatia	15.5	109	Malawi	3.0
46	Egypt	15.5	109	Qatar	3.0
46	El Salvador	15.5	109	Tanzania	3.0
46	Estonia	15.5	122	Iran, Islamic Rep.	2.5
46	Finland	15.5	123	Bangladesh	0.0
46	Greece	15.5	123	Botswana	0.0
46	Jamaica	15.5	123	Brunei Darussalam	0.0
46	Kenya	15.5	123	Burundi	0.0
46	Macedonia, FYR	15.5	123	Cameroon	0.0
46	Malaysia	15.5	123	Chad	0.0
46	Nicaragua	15.5	123	Côte d'Ivoire	0.0
46	South Africa	15.5	123	Ghana	0.0
46	Sweden	15.5	123	Libya	0.0
46	United Kingdom	15.5	123	Mali	0.0
63	Italy	15.0	123	Mauritania	0.0
63	Slovak Republic	15.0	123	Nigeria	0.0
63	Sri Lanka	15.0	123	Oman	0.0
66	Belgium	14.5	123	Rwanda	0.0
66	Jordan	14.5	123	Tajikistan	0.0
66	Lithuania	14.5	123	Zambia	0.0
66	Netherlands	14.5	123	Zimbabwe	0.0
66	Norway	14.5			

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	MEAN: 4.7	7	RANK	COUNTRY/ECONOMY	SCORE	1	MEAN: 4.7	7
1	Hong Kong SAR	6.9				71	India	4.6			
2	Singapore	6.9				72	Croatia	4.6			
3	Germany	6.6				73	Ecuador	4.6			
4	United Arab Emirates	6.6				74	Estonia	4.6			
5	Switzerland	6.5				75	Côte d'Ivoire	4.5			
6	Denmark	6.4				76	Senegal	4.5			
7	Iceland	6.4				77	Armenia	4.5			
8	Netherlands	6.3				78	Peru	4.5			
9	France	6.3				79	China	4.4			
10	Norway	6.2				80	Costa Rica	4.4			
11	New Zealand	6.2				81	Pakistan	4.3			
12	Sweden	6.2				82	Cape Verde	4.3			
13	Barbados	6.2				83	Cambodia	4.3			
14	Belgium	6.2				84	Italy	4.3			
15	Finland	6.2				85	Ghana	4.2			
16	Qatar	6.1				86	Georgia	4.2			
17	Czech Republic	6.1				87	Nicaragua	4.2			
18	South Africa	6.1				88	Vietnam	4.2			
19	Puerto Rico	6.0				89	Colombia	4.1			
20	Bahrain	6.0				90	Bulgaria	4.1			
21	Malta	6.0				91	Montenegro	4.1			
22	Korea, Rep.	6.0				92	Mozambique	4.1			
23	Canada	6.0				93	Brazil	4.0			
24	Panama	6.0				94	Botswana	4.0			
25	Austria	6.0				95	Kazakhstan	3.9			
26	Chile	5.9				96	Benin	3.9			
27	Luxembourg	5.9				97	Rwanda	3.9			
28	Thailand	5.9				98	Algeria	3.9			
29	Malaysia	5.9				99	Zimbabwe	3.9			
30	Australia	5.8				100	Uganda	3.9			
31	Spain	5.8				101	Nigeria	3.9			
32	United States	5.8				102	Romania	3.9			
33	El Salvador	5.7				103	Bolivia	3.8			
34	United Kingdom	5.7				104	Russian Federation	3.8			
35	Jordan	5.7				105	Guyana	3.8			
36	Lebanon	5.7				106	Madagascar	3.8			
37	Israel	5.6				107	Tajikistan	3.8			
38	Tunisia	5.6				108	Poland	3.6			
39	Egypt	5.5				109	Moldova	3.6			
40	Trinidad and Tobago	5.5				110	Ukraine	3.6			
41	Oman	5.5				111	Zambia	3.6			
42	Latvia	5.4				112	Philippines	3.6			
43	Cyprus	5.4				113	Venezuela	3.6			
44	Turkey	5.4				114	Lithuania	3.6			
45	Greece	5.4				115	Argentina	3.6			
46	Saudi Arabia	5.4				116	Nepal	3.5			
47	Jamaica	5.4				117	Bangladesh	3.5			
48	Ethiopia	5.4				118	Tanzania	3.4			
49	Guatemala	5.4				119	Malawi	3.3			
50	Portugal	5.3				120	Slovak Republic	3.3			
51	Dominican Republic	5.3				121	Burundi	3.3			
52	Ireland	5.2				122	Cameroon	3.3			
53	Taiwan, China	5.2				123	Mali	3.2			
54	Japan	5.1				124	Serbia	3.2			
55	Namibia	5.1				125	Swaziland	3.2			
56	Mauritius	5.0				126	Syria	3.1			
57	Kenya	5.0				127	Macedonia, FYR	3.1			
58	Albania	4.9				128	Angola	3.0			
59	Azerbaijan	4.9				129	Mongolia	3.0			
60	Brunei Darussalam	4.9				130	Iran, Islamic Rep.	3.0			
61	Gambia, The	4.8				131	Burkina Faso	3.0			
62	Sri Lanka	4.8				132	Kyrgyz Republic	3.0			
63	Slovenia	4.8				133	Libya	2.9			
64	Kuwait	4.7				134	Timor-Leste	2.9			
65	Mexico	4.7				135	Mauritania	2.9			
66	Hungary	4.7				136	Chad	2.8			
67	Morocco	4.7				137	Paraguay	2.6			
68	Uruguay	4.7				138	Bosnia and Herzegovina	2.5			
69	Indonesia	4.6				139	Lesotho	2.3			
70	Honduras	4.6									

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	RANK	COUNTRY/ECONOMY	SCORE
1	United States	20,965.2	71	Cambodia	1.6
2	China	6,848.3	72	Cape Verde	1.2
3	Japan	1,947.0	73	Botswana	1.2
4	Brazil	1,879.3	74	Trinidad and Tobago	1.1
5	Russian Federation	1,483.1	75	Costa Rica	1.1
6	Australia	1,419.4	76	Czech Republic	1.0
7	India	1,163.2	77	Zimbabwe	0.9
8	Canada	1,141.1	78	Namibia	0.7
9	Indonesia	833.1	79	Jordan	0.7
10	Spain	689.9	80	Ghana	0.7
11	Mexico	673.3	81	Paraguay	0.7
12	Italy	567.2	82	Jamaica	0.6
13	France	334.2	83	Tunisia	0.5
14	Malaysia	320.8	84	Guatemala	0.5
15	Germany	306.7	85	Malawi	0.5
16	South Africa	289.8	86	Kyrgyz Republic	0.4
17	United Kingdom	259.1	87	Cyprus	0.3
18	Turkey	239.0	88	Mali	0.2
19	Thailand	209.4	89	Estonia	0.2
20	Argentina	207.4	90	Uganda	0.1
21	Philippines	197.6	91	Nicaragua	0.1
22	Vietnam	188.4	92	Burkina Faso	0.1
23	Saudi Arabia	185.9	93	Dominican Republic	0.1
24	Iran, Islamic Rep.	171.0	94	United Arab Emirates	0.1
25	Korea, Rep.	162.4	95	Cameroon	0.1
26	Chile	160.8	96	Netherlands	0.1
27	Norway	157.0	97	Tajikistan	0.0
28	Colombia	154.3	98	Belgium	0.0
29	New Zealand	121.3	99	Rwanda	0.0
30	Portugal	75.5	100	Azerbaijan	0.0
31	Pakistan	74.1	101	Georgia	0.0
32	Peru	72.7	102	Uruguay	0.0
33	Nigeria	62.4	103	Albania	0.0
34	Kazakhstan	60.4	103	Angola	0.0
35	Greece	60.2	103	Armenia	0.0
36	Sweden	58.4	103	Bahrain	0.0
37	Venezuela	48.5	103	Barbados	0.0
38	Ecuador	33.7	103	Benin	0.0
39	Egypt	32.9	103	Bosnia and Herzegovina	0.0
40	Finland	32.0	103	Brunei Darussalam	0.0
41	Taiwan, China	29.1	103	Burundi	0.0
42	Algeria	23.0	103	Chad	0.0
43	Ukraine	19.3	103	Côte d'Ivoire	0.0
44	Denmark	17.6	103	El Salvador	0.0
45	Libya	17.3	103	Gambia, The	0.0
46	Bolivia	16.8	103	Guyana	0.0
47	Kenya	14.0	103	Hong Kong SAR	0.0
48	Mozambique	13.7	103	Hungary	0.0
49	Morocco	13.0	103	Kuwait	0.0
50	Romania	11.9	103	Latvia	0.0
51	Oman	8.2	103	Lebanon	0.0
52	Poland	8.0	103	Lesotho	0.0
53	Austria	7.2	103	Lithuania	0.0
54	Ireland	6.3	103	Luxembourg	0.0
55	Tanzania	5.4	103	Macedonia, FYR	0.0
56	Switzerland	5.3	103	Malta	0.0
57	Bangladesh	5.1	103	Mauritania	0.0
58	Madagascar	4.8	103	Moldova	0.0
59	Ethiopia	4.8	103	Montenegro	0.0
60	Croatia	4.0	103	Qatar	0.0
61	Nepal	3.7	103	Senegal	0.0
62	Mongolia	3.2	103	Serbia	0.0
63	Israel	3.2	103	Singapore	0.0
64	Iceland	2.5	103	Slovak Republic	0.0
65	Panama	2.4	103	Slovenia	0.0
66	Syria	2.2	103	Sri Lanka	0.0
67	Honduras	2.2	103	Swaziland	0.0
68	Mauritius	1.9	103	Timor-Leste	0.0
69	Bulgaria	1.7	n/a	Puerto Rico	n/a
70	Zambia	1.7			

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	RANK	ECONOMY	SCORE
1	United States	10,110.7	71	Algeria	124.2
2	United Kingdom	5,817.5	72	Hungary	123.8
3	Germany	4,058.7	73	Costa Rica	123.0
4	France	3,167.3	74	Senegal	107.0
5	United Arab Emirates	2,899.4	75	Libya	106.3
6	Japan	2,849.8	76	Ecuador	105.5
7	Spain	2,663.2	77	Kazakhstan	102.8
8	China	2,278.3	78	Ghana	95.4
9	Australia	2,167.8	79	Angola	93.4
10	Hong Kong SAR	2,079.6	80	Syria	89.3
11	Singapore	1,908.6	81	Bulgaria	83.4
12	Thailand	1,819.3	82	Iceland	74.5
13	Canada	1,817.9	83	Barbados	72.7
14	Italy	1,699.2	84	Latvia	72.5
15	Netherlands	1,639.1	85	El Salvador	70.2
16	India	1,607.0	86	Nepal	62.3
17	Korea, Rep.	1,502.9	87	Brunei Darussalam	62.1
18	Brazil	1,122.4	88	Trinidad and Tobago	60.3
19	Russian Federation	1,034.3	89	Azerbaijan	59.7
20	Turkey	1,011.2	90	Croatia	58.3
21	Malaysia	973.8	91	Malta	58.2
22	Mexico	887.8	92	Tanzania	51.6
23	South Africa	849.5	93	Cambodia	48.0
24	Taiwan, China	806.0	94	Serbia	46.9
25	Switzerland	793.9	95	Uruguay	43.2
26	Qatar	699.7	96	Guatemala	42.9
27	Saudi Arabia	636.5	97	Uganda	40.7
28	Egypt	625.7	98	Armenia	40.0
29	Indonesia	617.8	99	Tajikistan	39.6
30	Philippines	591.1	100	Cameroon	39.6
31	Portugal	583.3	101	Bolivia	38.9
32	New Zealand	546.3	102	Côte d'Ivoire	34.5
33	Greece	509.1	103	Madagascar	32.8
34	Belgium	505.9	104	Lithuania	32.8
35	Argentina	500.8	105	Namibia	29.7
36	Israel	467.4	106	Cape Verde	27.8
37	Austria	385.8	107	Mali	26.3
38	Denmark	380.2	108	Zambia	23.8
39	Ireland	378.2	109	Georgia	23.6
40	Morocco	351.8	110	Albania	22.9
41	Sweden	332.7	111	Honduras	21.9
42	Finland	309.4	112	Zimbabwe	21.8
43	Vietnam	305.1	113	Kyrgyz Republic	21.4
44	Dominican Republic	297.1	114	Luxembourg	20.1
45	Poland	281.3	115	Slovak Republic	20.0
46	Peru	280.1	116	Benin	18.7
47	Pakistan	271.4	117	Nicaragua	17.6
48	Norway	267.7	118	Mongolia	15.4
49	Chile	265.2	119	Slovenia	14.9
50	Colombia	248.8	120	Paraguay	13.8
51	Kenya	243.5	121	Montenegro	13.7
52	Bahrain	240.3	122	Moldova	13.6
53	Kuwait	230.7	123	Estonia	13.4
54	Nigeria	214.2	124	Burkina Faso	13.2
55	Panama	200.8	125	Timor-Leste	9.8
56	Venezuela	198.4	126	Mozambique	9.5
57	Bangladesh	192.0	127	Gambia, The	8.0
58	Cyprus	180.2	128	Chad	7.7
59	Czech Republic	179.5	129	Guyana	7.5
60	Sri Lanka	177.7	130	Mauritania	7.2
61	Jordan	170.7	131	Bosnia and Herzegovina	6.9
62	Romania	166.0	132	Malawi	6.8
63	Mauritius	165.4	133	Macedonia, FYR	5.3
64	Ukraine	160.0	134	Rwanda	4.1
65	Lebanon	151.4	135	Botswana	2.4
66	Iran, Islamic Rep.	147.9	136	Burundi	2.1
67	Ethiopia	147.5	137	Swaziland	0.4
68	Jamaica	139.7	138	Lesotho	0.3
69	Tunisia	128.9	n/a	Puerto Rico	n/a
70	Oman	127.8			

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

RANK	COUNTRY/ECONOMY	SCORE
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	0.1
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	RANK	COUNTRY/ECONOMY	SCORE
1	Iceland	28.4	71	Armenia	0.6
2	Cape Verde	14.0	72	Taiwan, China.....	0.6
3	Norway	10.7	73	Japan	0.6
4	Canada	7.9	74	Dominican Republic.....	0.6
5	New Zealand.....	6.6	75	Gambia, The	0.6
6	Panama	6.5	76	Uruguay	0.6
7	Australia.....	6.3	77	Mozambique	0.6
8	Mongolia.....	4.9	78	Turkey	0.6
9	Cyprus.....	4.6	79	Zambia	0.6
10	Sweden.....	4.4	80	Israel	0.5
11	Finland	4.1	81	Mexico	0.5
12	Costa Rica.....	4.0	82	Brazil	0.5
13	Barbados.....	3.9	83	Bulgaria	0.5
14	Estonia	3.7	84	Jordan	0.5
15	Greece	3.5	85	Morocco.....	0.5
16	Namibia.....	3.3	86	Lesotho.....	0.5
17	Montenegro.....	3.2	87	Philippines.....	0.5
18	Brunei Darussalam	2.5	88	Czech Republic.....	0.5
19	Malta.....	2.4	89	Belgium.....	0.5
20	United States.....	2.2	90	Germany	0.5
21	Botswana.....	2.1	91	Thailand.....	0.4
22	Luxembourg.....	2.0	92	Tajikistan	0.4
23	Ireland	2.0	93	Singapore.....	0.4
24	Timor-Leste.....	1.8	94	South Africa	0.4
25	Croatia.....	1.8	95	Serbia.....	0.4
26	Libya	1.7	96	Kyrgyz Republic	0.4
27	Denmark	1.6	97	Kuwait.....	0.4
28	Mauritius.....	1.6	98	Kenya	0.4
29	Qatar.....	1.6	99	Tanzania	0.4
30	Puerto Rico	1.5	100	Azerbaijan	0.3
31	Portugal.....	1.5	101	Senegal.....	0.3
32	Trinidad and Tobago	1.5	102	Indonesia	0.3
33	Madagascar	1.4	103	Paraguay	0.3
34	Bolivia	1.3	104	Albania	0.3
35	Guyana.....	1.3	105	Mali	0.3
36	Malaysia.....	1.3	106	Mauritania.....	0.3
37	Bahrain.....	1.3	107	Netherlands	0.3
38	Colombia.....	1.2	108	Ukraine.....	0.3
39	Kazakhstan.....	1.1	109	Hungary	0.3
40	Ecuador.....	1.1	110	Poland.....	0.3
41	Honduras	1.1	111	Korea, Rep.....	0.3
42	Argentina	1.1	112	Moldova	0.3
43	Oman	1.1	113	Vietnam.....	0.2
44	Bosnia and Herzegovina	1.1	114	Syria.....	0.2
45	United Kingdom.....	1.1	115	Zimbabwe	0.2
46	Saudi Arabia.....	1.1	116	Lebanon.....	0.2
47	Chile.....	1.0	117	Ethiopia	0.2
48	France.....	1.0	118	Rwanda.....	0.2
49	Slovenia	1.0	119	El Salvador	0.2
50	Macedonia, FYR	1.0	120	Cameroon	0.2
51	Spain.....	0.9	121	Pakistan	0.2
52	Switzerland	0.9	122	Egypt.....	0.1
53	Lithuania	0.9	123	Guatemala.....	0.1
54	United Arab Emirates	0.9	124	Hong Kong SAR.....	0.1
55	Latvia	0.9	125	Cambodia.....	0.1
56	Algeria.....	0.9	126	Malawi	0.1
57	Venezuela.....	0.9	127	Burkina Faso	0.1
58	Swaziland.....	0.9	128	Ghana.....	0.1
59	Russian Federation	0.8	129	Uganda.....	0.1
60	Tunisia.....	0.8	130	Nigeria.....	0.1
61	Jamaica.....	0.7	131	Burundi	0.1
62	Slovak Republic	0.7	132	China.....	0.1
63	Iran, Islamic Rep.....	0.7	133	Benin.....	0.1
64	Nepal.....	0.7	134	Chad.....	0.1
65	Austria.....	0.7	135	India	0.1
66	Nicaragua.....	0.7	136	Angola.....	0.1
67	Romania.....	0.7	137	Sri Lanka	0.0
68	Georgia	0.7	138	Côte d'Ivoire	0.0
69	Peru	0.7	139	Bangladesh	0.0
70	Italy.....	0.7			

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	RANK	COUNTRY/ECONOMY	SCORE
1	United States	188.0	69	Pakistan	24.5
2	France	167.5	72	Ghana	23.5
3	United Kingdom	166.5	72	Libya	23.5
4	Germany	165.5	72	Nepal	23.5
5	Italy	152.0	75	Senegal	23.0
6	Spain	122.5	76	Costa Rica	22.5
7	Russian Federation	112.5	76	Peru	22.5
8	China	105.5	76	Sri Lanka	22.5
9	Canada	104.5	79	Chile	21.5
10	Switzerland	100.5	79	Tanzania	21.5
11	United Arab Emirates	98.0	81	Lithuania	20.0
12	Netherlands	93.5	82	Algeria	19.5
13	Turkey	92.5	82	Ecuador	19.5
14	Thailand	89.0	84	New Zealand	18.0
15	Greece	83.5	84	Tajikistan	18.0
16	Japan	79.5	86	Cambodia	17.5
17	India	78.5	86	Panama	17.5
18	Egypt	75.5	86	Uganda	17.5
19	Austria	75.0	89	Puerto Rico	16.0
20	Belgium	73.5	90	Georgia	15.5
21	Sweden	67.0	91	Cameroon	15.0
22	Hong Kong SAR	65.5	92	Benin	14.5
23	Denmark	64.0	92	Côte d'Ivoire	14.5
24	Australia	60.5	92	Honduras	14.5
25	Malaysia	59.0	92	Latvia	14.5
26	Mexico	57.5	92	Malta	14.5
27	Portugal	55.5	97	Albania	14.0
27	Singapore	55.5	97	Guatemala	14.0
29	Israel	53.5	97	Kyrgyz Republic	14.0
29	South Africa	53.5	100	Mali	13.5
31	Brazil	53.0	101	Bolivia	13.0
31	Ukraine	53.0	101	Mauritius	13.0
33	Korea, Rep.	51.0	101	Zambia	13.0
34	Czech Republic	50.0	104	Angola	12.5
35	Saudi Arabia	48.0	104	Barbados	12.5
36	Poland	45.5	104	Uruguay	12.5
37	Cyprus	45.0	107	Macedonia, FYR	12.0
37	Indonesia	45.0	108	Ethiopia	11.5
37	Norway	45.0	108	Luxembourg	11.5
40	Dominican Republic	43.0	108	Moldova	11.5
41	Lebanon	41.5	108	Montenegro	11.5
42	Morocco	41.0	108	Trinidad and Tobago	11.5
42	Syria	41.0	113	Estonia	11.0
42	Vietnam	41.0	113	Zimbabwe	11.0
45	Romania	39.5	115	Bosnia and Herzegovina	10.5
46	Kuwait	39.0	116	Slovenia	10.0
47	Bulgaria	38.5	117	El Salvador	9.0
48	Kenya	38.0	117	Gambia, The	9.0
49	Argentina	37.0	117	Iceland	9.0
49	Jordan	37.0	120	Burkina Faso	8.5
51	Hungary	36.5	120	Nicaragua	8.5
52	Finland	36.0	122	Madagascar	7.5
52	Philippines	36.0	122	Timor-Leste	7.5
52	Venezuela	36.0	124	Cape Verde	7.0
55	Taiwan, China	35.0	124	Mozambique	7.0
56	Serbia	34.5	124	Paraguay	7.0
57	Tunisia	33.5	127	Mongolia	6.0
58	Ireland	32.5	127	Slovak Republic	6.0
59	Iran, Islamic Rep.	32.0	129	Brunei Darussalam	5.0
60	Croatia	31.5	129	Namibia	5.0
61	Azerbaijan	29.5	131	Botswana	4.5
61	Kazakhstan	29.5	131	Burundi	4.5
61	Nigeria	29.5	131	Malawi	4.5
64	Bahrain	28.5	134	Chad	4.0
65	Colombia	28.0	134	Mauritania	4.0
65	Oman	28.0	134	Rwanda	4.0
67	Qatar	27.5	137	Guyana	3.0
68	Jamaica	26.0	138	Lesotho	1.0
69	Armenia	24.5	138	Swaziland	1.0
69	Bangladesh	24.5			

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	MEAN: 4.8	7	RANK	COUNTRY/ECONOMY	SCORE	1	MEAN: 4.8	7
1	Singapore	6.8				71	Hungary	4.7			
2	Hong Kong SAR	6.8				72	Colombia	4.7			
3	Germany	6.7				73	Albania	4.7			
4	United Arab Emirates	6.6				74	China	4.7			
5	Qatar	6.5				75	Ecuador	4.6			
6	Switzerland	6.5				76	Indonesia	4.6			
7	France	6.5				77	Slovenia	4.6			
8	Netherlands	6.4				78	Gambia, The	4.6			
9	United Kingdom	6.3				79	Cape Verde	4.6			
10	Iceland	6.2				80	Mozambique	4.4			
11	Panama	6.2				81	Romania	4.4			
12	South Africa	6.2				82	Uganda	4.4			
13	New Zealand	6.2				83	Philippines	4.3			
14	Canada	6.1				84	Côte d'Ivoire	4.3			
15	Finland	6.1				85	Zambia	4.3			
16	Austria	6.1				86	Nigeria	4.3			
17	Barbados	6.1				87	Kazakhstan	4.3			
18	Denmark	6.0				88	Pakistan	4.3			
19	Chile	6.0				89	Uruguay	4.3			
20	Bahrain	6.0				90	Rwanda	4.3			
21	United States	5.9				91	Nicaragua	4.3			
22	Thailand	5.9				92	Estonia	4.2			
23	Belgium	5.9				93	Russian Federation	4.2			
24	Sweden	5.9				94	Italy	4.2			
25	Czech Republic	5.8				95	Bulgaria	4.2			
26	Japan	5.8				96	Cambodia	4.2			
27	Australia	5.8				97	Armenia	4.2			
28	Malaysia	5.8				98	Montenegro	4.2			
29	Dominican Republic	5.8				99	Poland	4.2			
30	Jordan	5.7				100	Croatia	4.2			
31	Spain	5.7				101	Vietnam	4.1			
32	Taiwan, China	5.7				102	Argentina	4.0			
33	Malta	5.7				103	Georgia	4.0			
34	Turkey	5.7				104	Benin	4.0			
35	Saudi Arabia	5.6				105	Zimbabwe	4.0			
36	Tunisia	5.6				106	Bangladesh	4.0			
37	Korea, Rep.	5.6				107	Tajikistan	3.9			
38	Norway	5.6				108	Madagascar	3.9			
39	Trinidad and Tobago	5.6				109	Malawi	3.9			
40	Puerto Rico	5.6				110	Tanzania	3.9			
41	Lebanon	5.6				111	Cameroon	3.9			
42	El Salvador	5.6				112	Guyana	3.8			
43	Israel	5.5				113	Algeria	3.8			
44	Costa Rica	5.5				114	Mali	3.8			
45	Luxembourg	5.5				115	Venezuela	3.8			
46	Ireland	5.5				116	Angola	3.8			
47	Ethiopia	5.5				117	Ukraine	3.8			
48	Guatemala	5.5				118	Moldova	3.7			
49	Jamaica	5.4				119	Botswana	3.7			
50	Portugal	5.4				120	Burundi	3.7			
51	Cyprus	5.3				121	Bolivia	3.7			
52	Mauritius	5.3				122	Syria	3.6			
53	Greece	5.2				123	Nepal	3.5			
54	India	5.2				124	Chad	3.5			
55	Mexico	5.2				125	Libya	3.5			
56	Oman	5.2				126	Burkina Faso	3.5			
57	Latvia	5.2				127	Lithuania	3.5			
58	Namibia	5.2				128	Serbia	3.4			
59	Kenya	5.2				129	Swaziland	3.4			
60	Morocco	5.0				130	Slovak Republic	3.4			
61	Sri Lanka	5.0				131	Kyrgyz Republic	3.4			
62	Honduras	5.0				132	Iran, Islamic Rep.	3.3			
63	Senegal	5.0				133	Mongolia	3.2			
64	Brunei Darussalam	4.9				134	Macedonia, FYR	3.2			
65	Brazil	4.9				135	Timor-Leste	3.1			
66	Egypt	4.9				136	Paraguay	3.0			
67	Azerbaijan	4.9				137	Mauritania	2.9			
68	Peru	4.8				138	Lesotho	2.6			
69	Kuwait	4.8				139	Bosnia and Herzegovina	2.3			
70	Ghana	4.8									

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	MEAN: 4.0	7	RANK	COUNTRY/ECONOMY	SCORE	1	MEAN: 4.0	7
1	Singapore	6.6				71	Jamaica	3.8			
2	France	6.6				72	Pakistan	3.8			
3	Switzerland	6.5				73	Cambodia	3.8			
4	Hong Kong SAR	6.5				74	Iran, Islamic Rep.	3.7			
5	Germany	6.4				75	Egypt	3.7			
6	United Arab Emirates	6.3				76	Malawi	3.6			
7	Austria	6.3				77	Kenya	3.6			
8	Portugal	6.2				78	Dominican Republic	3.6			
9	Denmark	6.2				79	Norway	3.6			
10	Oman	6.2				80	Czech Republic	3.6			
11	Luxembourg	5.9				81	Albania	3.5			
12	Chile	5.9				82	Honduras	3.5			
13	Finland	5.9				83	Ecuador	3.5			
14	Korea, Rep.	5.8				84	Indonesia	3.5			
15	Namibia	5.8				85	Syria	3.5			
16	Taiwan, China	5.8				86	Ghana	3.4			
17	Canada	5.7				87	Armenia	3.4			
18	Sweden	5.7				88	Morocco	3.4			
19	United States	5.7				89	Argentina	3.3			
20	Spain	5.7				90	India	3.3			
21	Malaysia	5.7				91	Senegal	3.3			
22	Japan	5.6				92	Peru	3.3			
23	Cyprus	5.6				93	Côte d'Ivoire	3.2			
24	Belgium	5.5				94	Zimbabwe	3.2			
25	Bahrain	5.5				95	Nicaragua	3.2			
26	Saudi Arabia	5.5				96	Venezuela	3.2			
27	Netherlands	5.4				97	Libya	3.1			
28	Iceland	5.4				98	Latvia	3.1			
29	El Salvador	5.4				99	Macedonia, FYR	3.1			
30	Australia	5.3				100	Bangladesh	3.0			
31	Croatia	5.3				101	Lebanon	3.0			
32	Lithuania	5.3				102	Tajikistan	3.0			
33	Brunei Darussalam	5.3				103	Mali	2.9			
34	Barbados	5.3				104	Tanzania	2.9			
35	United Kingdom	5.1				105	Brazil	2.9			
36	Thailand	5.1				106	Madagascar	2.9			
37	Tunisia	5.1				107	Benin	2.9			
38	Puerto Rico	5.1				108	Colombia	2.9			
39	Swaziland	5.1				109	Lesotho	2.9			
40	Kuwait	5.0				110	Zambia	2.8			
41	Qatar	4.9				111	Costa Rica	2.8			
42	Slovenia	4.8				112	Montenegro	2.8			
43	South Africa	4.8				113	Malta	2.8			
44	Jordan	4.7				114	Philippines	2.8			
45	New Zealand	4.7				115	Angola	2.8			
46	Turkey	4.7				116	Cameroon	2.8			
47	Botswana	4.6				117	Vietnam	2.7			
48	Estonia	4.5				118	Kyrgyz Republic	2.7			
49	Uruguay	4.4				119	Uganda	2.7			
50	Israel	4.4				120	Burundi	2.7			
51	Gambia, The	4.3				121	Bolivia	2.6			
52	Ireland	4.3				122	Burkina Faso	2.6			
53	China	4.3				123	Serbia	2.5			
54	Italy	4.2				124	Kazakhstan	2.4			
55	Sri Lanka	4.2				125	Russian Federation	2.4			
56	Rwanda	4.1				126	Chad	2.4			
57	Greece	4.1				127	Mauritania	2.4			
58	Mauritius	4.1				128	Nigeria	2.4			
59	Panama	4.1				129	Mozambique	2.4			
60	Ethiopia	4.1				130	Nepal	2.3			
61	Guatemala	4.1				131	Poland	2.2			
62	Mexico	4.1				132	Timor-Leste	2.2			
63	Hungary	4.1				133	Paraguay	2.2			
64	Trinidad and Tobago	4.0				134	Romania	2.1			
65	Georgia	3.9				135	Bulgaria	2.1			
66	Algeria	3.9				136	Ukraine	2.0			
67	Slovak Republic	3.9				137	Bosnia and Herzegovina	1.8			
68	Cape Verde	3.9				138	Mongolia	1.7			
69	Guyana	3.9				139	Moldova	1.3			
70	Azerbaijan	3.8									

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



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	MEAN: 4.3	7	RANK	COUNTRY/ECONOMY	SCORE	1	MEAN: 4.3	7
1	Hong Kong SAR	6.8				71	El Salvador	4.1			
2	Singapore	6.8				72	Turkey	4.1			
3	Netherlands	6.6				73	Pakistan	4.0			
4	Belgium	6.4				74	Greece	4.0			
5	Germany	6.4				75	Georgia	4.0			
6	Finland	6.4				76	Benin	4.0			
7	Iceland	6.3				77	Hungary	4.0			
8	United Arab Emirates	6.2				78	Slovak Republic	4.0			
9	Sweden	6.2				79	Croatia	4.0			
10	Denmark	6.1				80	Burkina Faso	3.9			
11	Panama	6.0				81	Italy	3.9			
12	France	5.9				82	Cambodia	3.9			
13	Bahrain	5.8				83	India	3.9			
14	Canada	5.7				84	Iran, Islamic Rep.	3.9			
15	Norway	5.7				85	Kenya	3.8			
16	Namibia	5.6				86	Botswana	3.8			
17	Estonia	5.6				87	Bulgaria	3.8			
18	Spain	5.6				88	Argentina	3.8			
19	Malaysia	5.6				89	Mexico	3.7			
20	Malta	5.6				90	Macedonia, FYR	3.7			
21	Barbados	5.5				91	Mali	3.7			
22	United States	5.5				92	Ecuador	3.7			
23	United Kingdom	5.5				93	Russian Federation	3.7			
24	Chile	5.5				94	Ukraine	3.6			
25	Korea, Rep.	5.5				95	Zambia	3.6			
26	New Zealand	5.4				96	Indonesia	3.6			
27	Qatar	5.4				97	Vietnam	3.6			
28	Puerto Rico	5.4				98	Mauritania	3.6			
29	Luxembourg	5.4				99	Malawi	3.6			
30	Taiwan, China	5.4				100	Albania	3.5			
31	Jamaica	5.3				101	Uganda	3.5			
32	Honduras	5.3				102	Cape Verde	3.5			
33	Oman	5.3				103	Guyana	3.5			
34	Slovenia	5.3				104	Mozambique	3.5			
35	Switzerland	5.2				105	Colombia	3.5			
36	Saudi Arabia	5.2				106	Montenegro	3.4			
37	Japan	5.2				107	Bangladesh	3.4			
38	Uruguay	5.2				108	Madagascar	3.4			
39	Cyprus	5.1				109	Paraguay	3.4			
40	Gambia, The	5.1				110	Cameroon	3.3			
41	Tunisia	5.0				111	Kazakhstan	3.3			
42	Côte d'Ivoire	5.0				112	Mongolia	3.3			
43	Thailand	5.0				113	Peru	3.3			
44	Sri Lanka	4.9				114	Poland	3.3			
45	Ireland	4.9				115	Algeria	3.2			
46	Australia	4.9				116	Libya	3.2			
47	Portugal	4.9				117	Syria	3.1			
48	Austria	4.8				118	Lesotho	3.1			
49	South Africa	4.7				119	Tanzania	3.0			
50	Lithuania	4.7				120	Burundi	3.0			
51	Senegal	4.7				121	Nigeria	3.0			
52	Latvia	4.7				122	Romania	3.0			
53	Israel	4.6				123	Brazil	2.9			
54	Czech Republic	4.6				124	Moldova	2.9			
55	Lebanon	4.5				125	Nepal	2.9			
56	Mauritius	4.5				126	Nicaragua	2.9			
57	Guatemala	4.5				127	Bolivia	2.9			
58	Brunei Darussalam	4.5				128	Armenia	2.9			
59	Ghana	4.5				129	Serbia	2.8			
60	Ethiopia	4.4				130	Rwanda	2.8			
61	Zimbabwe	4.4				131	Philippines	2.8			
62	Morocco	4.4				132	Costa Rica	2.7			
63	Kuwait	4.4				133	Chad	2.6			
64	Jordan	4.4				134	Timor-Leste	2.5			
65	Dominican Republic	4.3				135	Venezuela	2.4			
66	Trinidad and Tobago	4.3				136	Angola	2.1			
67	China	4.3				137	Tajikistan	1.9			
68	Swaziland	4.2				138	Bosnia and Herzegovina	1.6			
69	Egypt	4.2				139	Kyrgyz Republic	1.4			
70	Azerbaijan	4.2									

SOURCE: World Economic Forum, Executive Opinion Survey 2009, 2010

*For landlocked countries: How accessible are port facilities? [1 = extremely inaccessible; 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	MEAN: 4.6	7
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	RANK	COUNTRY/ECONOMY	SCORE
1	Malta ⁶	704.7	71	Norway	28.7
2	Belgium ⁷	498.7	72	Malaysia ⁶	28.2
3	Bahrain ⁴	493.0	73	Ukraine	28.1
4	Singapore	471.7	74	Dominican Republic ¹	25.9
5	Barbados ⁵	372.0	75	Armenia	25.2
5	Netherlands ⁶	372.0	76	Côte d'Ivoire ⁵	25.0
7	Japan	316.0	76	Ghana ⁶	25.0
8	Puerto Rico ⁵	289.0	76	Zimbabwe ³	25.0
9	Hungary	210.4	79	Finland	23.3
10	Jamaica	201.3	80	Cambodia ⁵	22.0
11	Luxembourg ⁵	201.0	81	Nigeria ⁵	21.0
12	Slovenia	191.0	81	Swaziland ³	21.0
13	Hong Kong SAR	184.0	81	Syria	21.0
14	Germany	180.5	84	Brazil ⁵	20.0
15	Switzerland	172.9	84	Indonesia ⁶	20.0
16	France	172.5	86	Lesotho ¹	19.6
17	United Kingdom	172.4	87	Tajikistan ¹	19.5
18	Denmark	168.0	88	Mexico	18.3
19	Bangladesh ⁴	166.0	89	Benin ⁵	17.0
20	Czech Republic	162.9	89	Uganda ⁴	17.0
21	Trinidad and Tobago ¹	162.2	91	Malawi ⁴	16.0
22	Italy ⁶	162.0	92	Oman	15.8
23	Sri Lanka ⁴	148.0	93	Panama ¹	15.4
24	Cyprus	132.4	94	Ecuador	15.4
25	Ireland ⁴	132.0	95	Colombia ⁷	14.8
25	Spain ⁴	132.0	96	Canada ⁵	14.0
27	Estonia	128.3	96	Nicaragua ⁵	14.0
28	Austria	127.8	98	Montenegro ⁸	13.0
29	Lithuania	123.6	99	Guatemala ¹	12.9
30	Taiwan, China	114.0	100	Morocco	12.9
31	India	111.6	101	Iceland	12.7
32	Latvia	107.9	102	Zambia ²	12.1
33	Korea, Rep.	102.8	103	Honduras ¹	12.1
34	Uruguay ⁵	102.0	104	Nepal ⁵	12.0
35	Mauritius	99.4	104	Tunisia ⁵	12.0
36	Sweden	94.8	106	Cameroon ⁵	11.0
37	Portugal ⁶	89.8	107	Australia ⁴	11.0
38	Slovak Republic ⁷	89.2	107	Kenya ⁵	11.0
39	Greece ⁶	89.0	109	Venezuela ¹	10.5
40	Romania ⁵	83.4	110	Chile ²	10.5
41	Poland	82.8	111	Iran, Islamic Rep. ⁷	10.5
42	Israel	81.0	112	Saudi Arabia ⁶	10.3
43	Costa Rica	71.7	113	Kyrgyz Republic ¹	9.3
44	Azerbaijan ⁵	68.0	114	Egypt ⁵	9.0
44	Qatar ⁷	68.0	115	Jordan	8.7
44	United States ⁶	68.0	116	Madagascar ¹	8.5
47	Lebanon ⁶	67.0	117	Argentina ⁴	8.0
47	Philippines ⁴	67.0	117	Tanzania ⁴	8.0
49	Albania ³	63.0	119	Paraguay ¹	7.3
49	Brunei Darussalam ⁶	63.0	120	Senegal ⁴	7.0
51	Rwanda ⁵	57.0	121	Peru ⁷	6.1
52	Turkey ⁷	54.5	122	Bolivia ⁵	6.0
53	Macedonia, FYR	53.8	123	Russian Federation ⁷	5.5
54	Croatia	51.4	124	Algeria ⁵	5.0
55	Serbia ³	51.3	124	Namibia ³	5.0
56	Vietnam	48.6	124	United Arab Emirates ⁵	5.0
57	Burundi ⁵	48.0	127	Libya ¹	4.7
58	El Salvador ¹	47.7	128	Botswana ⁶	4.3
59	Bosnia and Herzegovina ⁶	43.0	129	Mozambique ¹	3.8
60	Moldova	37.7	130	Guyana ¹	3.7
61	Bulgaria ⁶	37.0	131	Kazakhstan	3.4
62	China	36.0	132	Chad ⁷	3.0
63	Thailand ⁷	35.2	132	Ethiopia ⁵	3.0
64	New Zealand	35.0	132	Mongolia ³	3.0
65	Burkina Faso ⁵	34.0	135	Mauritania ⁷	1.1
66	Pakistan ⁷	33.8	136	Mali ⁵	1.0
67	Gambia, The ⁵	33.0	n/a	Angola	n/a
68	Kuwait ⁵	32.0	n/a	Cape Verde	n/a
69	South Africa ⁶	29.9	n/a	Timor-Leste	n/a
70	Georgia ⁷	29.3			

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	RANK	COUNTRY/ECONOMY	SCORE
1	Cyprus.....	4.8	71	Colombia.....	0.3
2	Malta.....	4.4	72	Macedonia, FYR ⁹	0.3
3	Austria.....	3.5	73	Gambia, The.....	0.3
4	Greece.....	3.4	74	Albania ⁹	0.3
5	Montenegro ⁹	2.9	75	Kuwait.....	0.3
6	Iceland.....	2.8	76	Honduras ⁸	0.3
7	Barbados.....	2.6	77	Poland ⁹	0.3
8	Spain.....	1.9	78	Egypt.....	0.3
9	Switzerland.....	1.8	79	Botswana ⁹	0.3
10	Italy ⁹	1.8	80	Cambodia.....	0.3
11	Ireland.....	1.7	81	Morocco.....	0.2
12	Croatia.....	1.7	82	Venezuela.....	0.2
13	Bulgaria.....	1.6	83	Bolivia.....	0.2
14	Estonia.....	1.6	84	Libya ⁹	0.2
15	Luxembourg.....	1.6	85	Georgia.....	0.2
16	United States.....	1.6	86	Mongolia ⁹	0.2
17	Norway ⁹	1.5	87	Namibia.....	0.2
18	Bahrain ⁹	1.5	88	Russian Federation ⁹	0.2
19	Cape Verde.....	1.3	89	Vietnam ⁷	0.2
20	Japan ⁸	1.2	90	Malawi ⁵	0.2
21	Canada ⁵	1.2	91	Brazil.....	0.1
22	Sweden.....	1.2	92	Azerbaijan ⁹	0.1
23	Tunisia.....	1.1	93	Indonesia.....	0.1
24	Portugal.....	1.1	94	Kazakhstan.....	0.1
25	Germany.....	1.1	95	Nicaragua.....	0.1
26	Australia.....	1.1	96	El Salvador.....	0.1
27	Czech Republic.....	1.1	97	Benin.....	0.1
28	Slovenia.....	1.1	98	South Africa ⁹	0.1
29	Finland.....	1.0	99	Senegal ⁸	0.1
30	United Kingdom ⁸	1.0	100	Cameroon ⁸	0.1
31	United Arab Emirates ⁶	1.0	101	Korea, Rep. ⁹	0.1
32	France ⁹	1.0	102	Swaziland.....	0.1
33	Jamaica.....	1.0	103	China.....	0.1
34	Hong Kong SAR.....	0.9	104	Algeria ⁹	0.1
35	Costa Rica.....	0.9	105	Lesotho.....	0.1
36	Mauritius.....	0.9	106	Paraguay.....	0.1
37	Singapore.....	0.8	107	Syria.....	0.1
38	Saudi Arabia ⁹	0.8	108	Ghana ⁹	0.1
39	Denmark ⁹	0.8	109	Armenia ⁷	0.1
40	Slovak Republic.....	0.8	110	Sri Lanka.....	0.1
41	New Zealand.....	0.8	111	Guyana ²	0.1
42	Israel.....	0.7	112	Iran, Islamic Rep. ⁹	0.1
43	Brunei Darussalam ⁷	0.7	113	Ukraine.....	0.1
44	Hungary.....	0.7	114	Madagascar.....	0.1
45	Dominican Republic.....	0.7	115	Tanzania ⁶	0.1
46	Belgium.....	0.6	116	Mauritania ²	0.1
47	Peru.....	0.6	117	Timor-Leste.....	0.1
48	Malaysia.....	0.6	118	Moldova.....	0.1
49	Netherlands.....	0.6	119	Kenya ⁸	0.1
50	Mexico.....	0.6	120	Mali ⁹	0.1
51	Romania.....	0.6	121	Angola ⁸	0.1
52	Taiwan, China ⁹	0.6	122	Mozambique ⁸	0.1
53	Thailand ⁷	0.6	123	Uganda ⁴	0.1
54	Argentina.....	0.5	124	Zimbabwe ⁹	0.1
55	Uruguay.....	0.5	125	Côte d'Ivoire ¹	0.0
56	Qatar ⁹	0.5	126	Nepal.....	0.0
57	Latvia ⁹	0.5	127	Zambia ⁹	0.0
58	Panama.....	0.5	128	Kyrgyz Republic ⁹	0.0
59	Trinidad and Tobago ⁹	0.5	129	Burkina Faso ⁸	0.0
60	Lebanon ⁹	0.4	130	Rwanda ⁹	0.0
61	Chile.....	0.4	131	Pakistan ⁹	0.0
62	Ecuador.....	0.4	132	Philippines.....	0.0
63	Jordan.....	0.4	133	Ethiopia ⁹	0.0
64	Lithuania.....	0.4	134	Nigeria ⁹	0.0
65	Turkey.....	0.4	135	Chad ⁶	0.0
66	Oman ⁹	0.3	136	India ⁹	0.0
67	Serbia.....	0.3	137	Tajikistan ³	0.0
68	Puerto Rico.....	0.3	138	Bangladesh ⁹	0.0
69	Guatemala.....	0.3	139	Burundi ⁷	0.0
70	Bosnia and Herzegovina.....	0.3			

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



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	RANK	COUNTRY/ECONOMY	SCORE
1	Korea, Rep.	1,975.8	71	Argentina	251.1
2	United States	1,587.5	72	Trinidad and Tobago	226.4
3	Portugal	1,313.6	73	Panama	213.1
4	Spain	1,308.1	74	Albania	210.4
5	Austria	1,186.9	75	Ecuador	208.9
6	Luxembourg	930.0	76	Azerbaijan	204.8
7	Singapore	895.8	77	Jordan	198.3
8	Italy	865.4	78	El Salvador	195.8
9	France	857.2	79	Colombia	195.5
10	Australia	834.9	80	Armenia	179.0
11	Croatia	809.3	81	Moldova	178.4
12	Cyprus	797.9	82	Peru	173.2
13	Switzerland	758.6	83	Brunei Darussalam	165.1
14	Slovenia	756.2	84	Botswana	143.6
15	Puerto Rico	736.8	85	Tunisia	143.4
16	Taiwan, China	729.0	86	Morocco	136.4
17	Germany	725.4	87	Paraguay	134.7
18	United Kingdom	690.3	88	Honduras	132.9
19	Barbados	664.4	89	Guyana	123.3
20	Greece	663.0	90	China	117.2
21	United Arab Emirates	661.1	91	Dominican Republic	117.0
22	Bulgaria	658.9	92	Sri Lanka	107.2
23	Estonia	643.1	93	Vietnam	106.2
24	Canada	626.8	94	Bolivia	87.6
25	Denmark	622.7	95	Mongolia	80.9
26	Ireland	608.7	96	Jamaica	78.2
27	Iceland	601.8	97	Indonesia	77.5
28	Russian Federation	576.7	98	Guatemala	67.1
29	Lebanon	574.2	99	Nicaragua	55.7
30	Ukraine	561.6	100	India	49.2
31	Thailand	548.2	101	Egypt	47.3
32	Qatar	520.8	102	Philippines	46.7
33	Latvia	514.4	103	Angola	43.3
34	New Zealand	506.3	104	Kenya	42.9
35	Netherlands	497.1	105	Nigeria	39.3
36	Kazakhstan	482.6	106	Kyrgyz Republic	38.9
37	Hungary	474.7	107	Nepal	32.5
38	Romania	464.2	108	Swaziland	32.1
39	Norway	448.3	109	Zambia	30.1
40	Montenegro	434.1	110	Ghana	27.9
41	Slovak Republic	431.1	111	Mozambique	27.7
42	Bahrain	406.8	112	Tajikistan	27.2
43	Saudi Arabia	406.6	113	Libya	25.9
44	Poland	403.2	114	Senegal	24.6
45	South Africa	389.3	115	Cambodia	23.2
46	Serbia	385.7	116	Uruguay	17.0
47	Malta	380.7	117	Benin	13.7
48	Lithuania	380.3	118	Pakistan	12.3
49	Georgia	371.6	119	Mauritania	11.9
50	Macedonia, FYR	367.7	120	Côte d'Ivoire	11.7
51	Czech Republic	356.3	121	Lesotho	11.6
52	Hong Kong SAR	353.4	122	Malawi	9.4
53	Malaysia	349.7	123	Uganda	9.1
54	Turkey	335.6	124	Bangladesh	8.8
55	Mexico	327.6	125	Timor-Leste	7.1
56	Japan	325.3	126	Tanzania	6.5
57	Kuwait	324.5	127	Gambia, The	5.3
58	Sweden	323.8	128	Burkina Faso	4.3
59	Chile	322.4	129	Cameroon	4.3
60	Namibia	320.6	130	Zimbabwe	3.9
61	Costa Rica	316.0	131	Rwanda	3.2
62	Brazil	312.3	132	Madagascar	3.0
63	Finland	307.2	133	Syria	2.2
64	Oman	290.6	134	Chad	1.5
65	Venezuela	290.4	135	Algeria	1.2
66	Belgium	270.7	136	Ethiopia	0.7
67	Mauritius	270.5	137	Mali	0.7
68	Cape Verde	269.0	138	Burundi	0.0
69	Israel	265.8	138	Iran, Islamic Rep.	0.0
70	Bosnia and Herzegovina	262.3			

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	MEAN: 4.9	7	RANK	COUNTRY/ECONOMY	SCORE	1	MEAN: 4.9	7
1	Sweden	6.6				71	Russian Federation	4.8			
2	Estonia	6.3				72	Italy	4.8			
3	Korea, Rep.	6.3				73	Kenya	4.8			
4	Iceland	6.3				74	Trinidad and Tobago	4.7			
5	Lithuania	6.3				75	Namibia	4.7			
6	United Kingdom	6.2				76	Ukraine	4.7			
7	United States	6.2				77	Egypt	4.7			
8	Canada	6.2				78	Mexico	4.7			
9	Israel	6.1				79	Jamaica	4.7			
10	Taiwan, China	6.1				80	Jordan	4.7			
11	Japan	6.0				81	Guyana	4.7			
12	Norway	6.0				82	Dominican Republic	4.7			
13	Hong Kong SAR	6.0				83	El Salvador	4.6			
14	New Zealand	6.0				84	Argentina	4.6			
15	Switzerland	6.0				85	Morocco	4.6			
16	Netherlands	6.0				86	Cape Verde	4.6			
17	Denmark	6.0				87	Gambia, The	4.5			
18	Singapore	6.0				88	Cambodia	4.5			
19	Finland	5.9				89	Nigeria	4.5			
20	Australia	5.9				90	Georgia	4.5			
21	France	5.9				91	Mozambique	4.5			
22	Germany	5.8				92	Zambia	4.5			
23	Czech Republic	5.8				93	Philippines	4.5			
24	Austria	5.8				94	Kuwait	4.5			
25	Brazil	5.7				95	Albania	4.5			
26	Malta	5.7				96	Peru	4.5			
27	Bahrain	5.7				97	Montenegro	4.5			
28	Belgium	5.6				98	Mongolia	4.5			
29	Portugal	5.6				99	Moldova	4.4			
30	Puerto Rico	5.6				100	Greece	4.4			
31	Luxembourg	5.6				101	Cameroon	4.4			
32	Ireland	5.6				102	Malawi	4.4			
33	United Arab Emirates	5.5				103	Pakistan	4.3			
34	Chile	5.5				104	Ghana	4.3			
35	Malaysia	5.4				105	Macedonia, FYR	4.2			
36	Slovenia	5.4				106	Ecuador	4.2			
37	Latvia	5.4				107	Bangladesh	4.2			
38	Slovak Republic	5.4				108	Benin	4.2			
39	Bulgaria	5.3				109	Uganda	4.2			
40	Guatemala	5.3				110	Azerbaijan	4.2			
41	Qatar	5.3				111	Venezuela	4.2			
42	Oman	5.3				112	Botswana	4.1			
43	Vietnam	5.3				113	Armenia	4.1			
44	Barbados	5.3				114	Tajikistan	4.1			
45	Senegal	5.3				115	Madagascar	4.1			
46	Sri Lanka	5.2				116	Bolivia	4.1			
47	Croatia	5.2				117	Bosnia and Herzegovina	4.1			
48	Costa Rica	5.2				118	Zimbabwe	4.1			
49	Saudi Arabia	5.2				119	Libya	4.0			
50	Poland	5.2				120	Burkina Faso	4.0			
51	Cyprus	5.2				121	Kyrgyz Republic	4.0			
52	South Africa	5.1				122	Tanzania	4.0			
53	China	5.1				123	Swaziland	3.9			
54	India	5.1				124	Nepal	3.9			
55	Turkey	5.1				125	Paraguay	3.9			
56	Thailand	5.1				126	Côte d'Ivoire	3.9			
57	Panama	5.0				127	Angola	3.9			
58	Colombia	5.0				128	Iran, Islamic Rep.	3.8			
59	Brunei Darussalam	5.0				129	Mauritania	3.8			
60	Kazakhstan	5.0				130	Nicaragua	3.8			
61	Indonesia	5.0				131	Burundi	3.7			
62	Rwanda	5.0				132	Mali	3.7			
63	Honduras	4.9				133	Timor-Leste	3.7			
64	Romania	4.9				134	Ethiopia	3.6			
65	Tunisia	4.9				135	Serbia	3.6			
66	Lebanon	4.9				136	Lesotho	3.6			
67	Hungary	4.9				137	Syria	3.5			
68	Spain	4.9				138	Algeria	3.2			
69	Mauritius	4.9				139	Chad	3.1			
70	Uruguay	4.9									

SOURCE: World Economic Forum, Executive Opinion Survey 2009, 2010

9.02 Internet users

Internet users per 100 population | 2009

RANK	COUNTRY/ECONOMY	SCORE	RANK	COUNTRY/ECONOMY	SCORE
1	Iceland	93.5	71	Venezuela	31.2
2	Norway	92.1	72	Georgia	30.5
3	Sweden	90.8	73	Cape Verde	29.7
4	Netherlands	89.6	74	Russian Federation	29.0
5	Luxembourg	87.3	75	China	28.9
6	Denmark	86.8	76	Nigeria	28.4
7	United Kingdom	83.6	77	Mexico	28.3
8	Finland	82.5	78	Panama	27.8
9	Korea, Rep.	81.5	79	Azerbaijan	27.4
10	Switzerland	81.3	80	Dominican Republic	26.8
11	Canada	80.3	81	Vietnam	26.6
12	New Zealand	79.7	82	Jordan	26.0
13	Germany	79.3	83	Thailand	25.8
14	Brunei Darussalam	78.8	84	Puerto Rico	25.1
15	Japan	78.0	85	Guyana	24.9
16	United States	78.0	86	Ecuador	24.6
17	Belgium	76.2	87	Egypt	24.3
18	Slovak Republic	75.2	88	Lebanon	23.7
19	United Arab Emirates	75.0	89	Mauritius	22.5
20	Australia	74.3	90	Syria	20.4
21	Austria	73.5	91	Paraguay	17.4
22	Estonia	72.5	92	Ukraine	17.0
23	France	71.6	93	Guatemala	16.3
24	Taiwan, China	69.9	94	Senegal	14.5
25	Hong Kong SAR	69.4	95	Algeria	13.5
26	Singapore	68.3	96	Mongolia ²	12.5
27	Ireland	67.4	97	El Salvador	12.1
28	Latvia	66.8	98	Zimbabwe	11.4
29	Czech Republic	64.4	99	Pakistan	11.3
30	Slovenia	64.3	100	Bolivia	11.2
31	Israel	63.1	101	Iran, Islamic Rep.	11.1
32	Spain	62.6	102	Tajikistan	10.1
33	Hungary	61.8	103	Kenya	10.0
34	Lithuania	59.8	104	Honduras	9.8
35	Poland	59.0	105	Uganda	9.8
36	Malta	58.9	106	Philippines	9.0
37	Jamaica	58.2	107	South Africa	8.8
38	Barbados ¹	56.1	108	Sri Lanka	8.8
39	Malaysia	55.9	109	Indonesia	8.7
40	Bahrain	53.0	110	Gambia, The	7.6
41	Macedonia, FYR	51.8	111	Swaziland	7.6
42	Oman	51.5	112	Armenia	6.8
43	Croatia	50.6	113	Zambia	6.3
44	Cyprus	49.8	114	Botswana	6.2
45	Colombia	49.4	115	Namibia	5.9
46	Italy	48.8	116	Libya	5.5
47	Portugal	48.3	117	Ghana	5.4
48	Bulgaria	45.0	118	India	5.1
49	Montenegro	44.9	119	Malawi	4.7
50	Greece	44.5	120	Côte d'Ivoire	4.6
51	Trinidad and Tobago	44.3	121	Rwanda	4.5
52	Uruguay	41.8	122	Cameroon	3.8
53	Serbia	41.7	123	Lesotho	3.7
54	Chile	41.3	124	Nicaragua	3.5
54	Morocco	41.3	125	Angola	3.3
56	Albania	41.2	126	Mozambique	2.7
57	Kyrgyz Republic	40.0	127	Mauritania	2.3
58	Qatar	40.0	128	Benin	2.2
59	Brazil	39.2	129	Nepal	2.0
60	Saudi Arabia	38.0	130	Mali	1.9
61	Bosnia and Herzegovina	37.7	131	Burundi	1.9
62	Moldova	37.0	132	Madagascar	1.6
63	Kuwait	36.9	133	Tanzania	1.6
64	Romania	36.6	134	Chad	1.5
65	Turkey	36.4	135	Burkina Faso	1.1
66	Tunisia	34.1	136	Ethiopia	0.5
67	Argentina	34.0	137	Cambodia	0.5
68	Kazakhstan	33.9	138	Bangladesh	0.4
69	Costa Rica	32.4	139	Timor-Leste	0.2
70	Peru	31.4			

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	RANK	COUNTRY/ECONOMY	SCORE
1	Taiwan, China	63.2	71	Guyana	18.3
2	Switzerland	61.8	72	El Salvador	17.8
3	Hong Kong SAR	60.9	73	Syria	17.7
4	Malta	59.9	74	Mexico	17.6
5	Germany	59.3	75	Malaysia	17.6
6	Iceland	57.4	76	Libya	17.1
7	France	56.9	77	Sri Lanka	17.0
8	Sweden	55.7	78	Colombia	16.4
9	Luxembourg	54.2	79	Saudi Arabia	16.2
10	Korea, Rep.	53.7	80	Azerbaijan	15.9
11	Barbados	53.0	81	Panama	15.6
12	Canada	52.5	82	Indonesia	14.8
13	United Kingdom	52.2	83	Ecuador	14.7
14	Slovenia	51.2	84	Georgia	14.6
15	Cyprus	47.6	85	Cape Verde	14.2
16	Greece	47.0	86	Tunisia	12.4
17	Ireland	46.1	87	Egypt	12.4
18	Israel	45.3	88	Albania	11.5
19	Spain	45.3	89	Jamaica	11.1
20	United States	44.8	90	Morocco	11.0
21	Netherlands	44.1	91	Thailand	10.6
22	New Zealand	43.8	92	Oman	10.5
23	Belgium	43.5	93	Peru	10.2
24	Australia	42.4	94	Guatemala	10.1
25	Croatia	42.1	95	Honduras	9.6
26	Singapore	40.7	96	Dominican Republic	9.6
27	Portugal	39.7	97	Kyrgyz Republic	9.1
28	Austria	38.9	98	South Africa	8.6
29	Denmark	37.7	99	Bolivia	8.2
30	Norway	37.1	100	Jordan	7.9
31	Estonia	36.8	101	Algeria	7.4
32	Italy	36.2	102	Philippines	7.4
33	Iran, Islamic Rep.	34.8	103	Mongolia	7.1
34	Japan	34.1	104	Botswana	7.0
35	United Arab Emirates	33.9	105	Namibia	6.5
36	Costa Rica	32.8	106	Paraguay	6.1
37	Russian Federation	32.2	107	Nicaragua	4.4
38	Moldova	31.6	108	Tajikistan	4.2
39	Serbia	31.5	109	Swaziland	3.7
40	Hungary	30.7	110	India	3.1
41	Bahrain	30.1	111	Zimbabwe	3.1
42	Mauritius	29.6	112	Gambia, The	2.9
43	Bulgaria	29.2	113	Nepal	2.8
44	Latvia	28.6	114	Mauritania	2.3
45	Ukraine	28.5	115	Cameroon	2.2
46	Uruguay	28.4	116	Senegal	2.2
47	Montenegro	27.5	117	Pakistan	1.9
48	Finland	26.9	118	Lesotho	1.9
49	Bosnia and Herzegovina	26.5	119	Kenya	1.7
50	Poland	25.2	120	Angola	1.6
51	Romania	25.0	121	Benin	1.4
52	Kazakhstan	24.7	122	Côte d'Ivoire	1.3
53	Argentina	24.3	123	Malawi	1.1
54	Venezuela	24.0	124	Ghana	1.1
55	China	23.3	125	Ethiopia	1.1
56	Puerto Rico	22.7	126	Burkina Faso	1.0
57	Lithuania	22.7	127	Madagascar	0.9
58	Trinidad and Tobago	22.7	128	Bangladesh	0.9
59	Slovak Republic	22.6	129	Nigeria	0.9
60	Turkey	22.1	130	Uganda	0.7
61	Brazil	21.4	131	Zambia	0.7
62	Macedonia, FYR	21.4	132	Mali	0.7
63	Chile	21.1	133	Chad	0.5
64	Armenia	20.4	134	Tanzania	0.4
65	Czech Republic	20.4	135	Burundi	0.4
66	Qatar	20.2	136	Cambodia	0.4
67	Brunei Darussalam	20.2	137	Rwanda	0.3
68	Vietnam	19.8	138	Mozambique	0.3
69	Lebanon	19.0	139	Timor-Leste	0.2
70	Kuwait	18.5			

SOURCE: International Telecommunications Union, *World Telecommunication Indicators 2010*

9.04 Broadband Internet subscribers

Broadband Internet subscribers per 100 population | 2009

RANK	COUNTRY/ECONOMY	SCORE	RANK	COUNTRY/ECONOMY	SCORE
1	Denmark	37.9	71	Dominican Republic	3.9
2	Netherlands	35.6	72	Costa Rica	3.9
3	Switzerland	35.5	73	Kazakhstan	3.7
4	Norway	34.0	74	Vietnam	3.6
5	Korea, Rep.	33.8	75	Tunisia	3.6
6	Iceland	33.2	76	Georgia	3.5
7	Luxembourg	32.8	77	Jordan	3.2
8	Sweden	31.8	78	Albania	2.9
9	France	31.6	79	Bolivia	2.9
10	Canada	30.6	80	Peru	2.8
11	Germany	30.4	81	El Salvador	2.4
12	United Kingdom	29.6	82	Algeria	2.3
13	Belgium	29.4	83	Paraguay	2.2
14	Hong Kong SAR	29.2	84	Cape Verde	2.2
15	Finland	28.8	85	Philippines	1.9
16	Malta	25.9	86	Ecuador	1.8
17	Israel	25.8	87	Kuwait	1.5
18	United States	25.8	88	Morocco	1.5
19	Japan	24.9	89	Thailand	1.5
20	Singapore	24.7	90	Oman	1.4
21	Australia	24.4	91	Mongolia	1.4
22	Slovenia	23.7	92	Egypt	1.3
23	New Zealand	23.0	93	Azerbaijan	1.1
24	Estonia	22.5	94	South Africa	1.0
25	Barbados	22.4	95	Guyana	0.9
26	Austria	22.1	96	Sri Lanka	0.8
27	Ireland	21.6	97	Nicaragua	0.8
28	Spain	21.6	98	Guatemala	0.8
29	Taiwan, China	21.4	99	Indonesia	0.7
30	Italy	20.5	100	India	0.6
31	Cyprus	20.2	101	Iran, Islamic Rep.	0.5
32	Lithuania	19.3	102	Botswana	0.5
33	Hungary	18.8	103	Senegal	0.5
34	Latvia	18.6	104	Kyrgyz Republic	0.3
35	Portugal	17.4	105	Mauritania	0.3
36	Greece	17.2	106	Zimbabwe	0.2
37	Croatia	15.5	107	Cambodia	0.2
38	United Arab Emirates	15.0	108	Armenia	0.2
39	Slovak Republic	14.3	109	Pakistan	0.2
40	Czech Republic	13.2	110	Syria	0.2
41	Romania	13.2	111	Libya	0.2
42	Poland	12.9	112	Swaziland	0.1
43	Bulgaria	12.9	113	Ghana	0.1
44	Puerto Rico ¹	10.8	114	Angola	0.1
45	Macedonia, FYR	10.7	115	Rwanda	0.1
46	Argentina	10.6	116	Burkina Faso	0.1
47	Qatar	10.3	117	Zambia	0.1
48	Bahrain	9.6	118	Mozambique	0.1
49	Chile	9.6	119	Tajikistan ¹	0.1
50	Trinidad and Tobago	9.4	120	Nepal	0.1
51	Russian Federation	9.2	121	Nigeria	0.1
52	Uruguay	9.0	122	Côte d'Ivoire	0.0
53	Mexico	8.8	123	Benin	0.0
54	Turkey	8.5	124	Bangladesh	0.0
55	Montenegro	8.5	125	Malawi	0.0
56	China	7.7	126	Madagascar	0.0
57	Mauritius	7.1	127	Kenya	0.0
58	Bosnia and Herzegovina	6.3	128	Namibia	0.0
59	Malaysia	6.1	129	Lesotho	0.0
60	Serbia	6.0	130	Uganda	0.0
61	Brazil	5.9	131	Gambia, The	0.0
62	Panama	5.8	132	Mali	0.0
63	Lebanon	5.3	133	Tanzania ¹	0.0
64	Saudi Arabia	5.2	134	Timor-Leste	0.0
65	Moldova	5.2	135	Cameroon	0.0
66	Brunei Darussalam	5.0	136	Ethiopia	0.0
67	Venezuela	4.7	137	Burundi	0.0
68	Colombia	4.4	138	Chad	0.0
69	Ukraine	4.2	139	Honduras ¹	0.0
70	Jamaica	4.1			

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	RANK	COUNTRY/ECONOMY	SCORE
1	United Arab Emirates	232.1	71	Macedonia, FYR	95.1
2	Montenegro	207.3	72	Algeria	93.8
3	Estonia	203.0	73	South Africa	92.7
4	Hong Kong SAR	179.4	74	Colombia	92.3
5	Bahrain	177.1	75	Japan	91.5
6	Qatar	175.4	76	United States	90.8
7	Saudi Arabia	174.4	77	Brazil	89.8
8	Panama	164.4	78	Paraguay	88.5
9	Russian Federation	163.6	79	Azerbaijan	87.8
10	Lithuania	151.0	80	Bosnia and Herzegovina	86.5
11	Portugal	148.8	81	Dominican Republic	85.5
12	Luxembourg	148.1	82	Armenia	85.0
13	Italy	147.0	83	Peru	84.7
14	Singapore	145.2	84	Mauritius	84.4
15	Finland	144.6	85	Mongolia	84.2
16	Bulgaria	140.2	86	Gambia, The	84.0
17	Oman	139.5	87	Turkey	83.9
18	Trinidad and Tobago	137.9	88	Kyrgyz Republic	81.8
19	Czech Republic	137.5	89	Morocco	79.1
20	Austria	136.7	90	Libya	77.9
21	Croatia	136.7	91	Moldova	77.3
22	Albania	131.9	92	Mexico	76.2
23	Barbados	131.7	93	Guyana	74.4
24	United Kingdom	130.6	94	Bolivia	72.5
25	Argentina	130.3	95	Canada	70.9
26	Kuwait	129.9	96	Iran, Islamic Rep.	70.8
27	Germany	127.8	97	Tajikistan	70.5
28	Netherlands	127.7	98	Sri Lanka	69.6
29	Sweden	125.9	99	Indonesia	69.2
30	Israel	125.8	100	Puerto Rico	68.1
31	Denmark	125.0	101	Egypt	66.7
32	Guatemala	123.4	102	Georgia	66.6
33	El Salvador	122.8	103	Mauritania	66.3
34	Uruguay	122.3	104	Ghana	63.4
35	Switzerland	122.3	105	Côte d'Ivoire	62.6
36	Cyprus	122.0	106	Cape Verde	57.5
37	Ukraine	121.1	107	Lebanon	56.6
38	Romania	119.4	108	Benin	56.3
39	Greece	119.1	109	Namibia	56.1
40	Hungary	118.0	110	Nicaragua	55.8
41	Poland	117.7	111	China	55.5
42	Belgium	117.5	112	Swaziland	55.4
43	Taiwan, China	116.7	113	Senegal	55.1
44	Spain	113.8	114	Pakistan	52.2
45	Australia	113.8	115	Kenya	48.7
46	Honduras	112.4	116	Nigeria	48.2
47	Vietnam	111.5	117	Syria	45.6
48	Norway	111.4	118	Angola	43.8
49	New Zealand	110.2	119	India	43.8
50	Malaysia	109.7	120	Costa Rica	42.6
51	Jamaica	108.7	121	Cambodia	42.3
52	Kazakhstan	107.9	122	Cameroon	41.0
53	Ireland	107.9	123	Tanzania	39.9
54	Latvia	105.4	124	Mali	34.2
55	Iceland	105.3	125	Zambia	34.1
56	Slovenia	104.0	126	Bangladesh	32.3
57	Brunei Darussalam	103.3	127	Madagascar	32.0
58	Malta	103.3	128	Lesotho	32.0
59	Slovak Republic	101.7	129	Timor-Leste	29.1
60	Korea, Rep.	100.7	130	Uganda	28.7
61	Serbia	100.6	131	Mozambique	26.1
62	Philippines	100.3	132	Rwanda	24.3
63	Ecuador	100.1	133	Burkina Faso	24.3
64	Venezuela	98.4	134	Zimbabwe	23.9
65	Thailand	97.3	135	Chad	20.4
66	Chile	96.9	136	Nepal	19.1
67	Botswana	96.1	137	Malawi	15.7
68	France	95.5	138	Burundi	10.1
69	Tunisia	95.4	139	Ethiopia	4.9
70	Jordan	95.2			

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	RANK	COUNTRY/ECONOMY	SCORE
1	Swaziland	100.0	71	Rwanda	78.3
2	Libya	98.5	72	Mauritius	77.7
3	Kuwait	96.0	73	Israel	77.6
4	Lesotho	95.7	74	Czech Republic	77.5
5	Brunei Darussalam	95.7	75	Germany	77.5
6	Luxembourg	95.5	76	Tanzania	77.0
7	Puerto Rico	95.4	77	Cyprus	76.8
8	Bahrain	95.2	78	Russian Federation	76.6
9	Singapore	95.0	79	Lebanon	76.6
10	Qatar	93.7	80	Romania	76.2
11	Iran, Islamic Rep.	93.5	81	Mozambique	76.2
12	Botswana	93.3	82	Namibia	76.1
13	Latvia	93.3	83	Nigeria	76.1
14	Oman	93.0	84	Madagascar	75.9
15	Malaysia	93.0	85	Macedonia, FYR	75.9
16	Indonesia	92.5	86	Paraguay	75.8
17	Taiwan, China	92.0	87	Kyrgyz Republic	75.6
18	India	91.9	88	Morocco	75.5
19	Iceland	91.7	89	Belgium	75.5
20	Philippines	90.9	90	Croatia	75.4
21	Saudi Arabia	90.5	91	Austria	75.2
22	Sweden	89.6	92	Uganda	74.5
23	Panama	89.0	93	Ukraine	74.1
24	China	88.9	94	New Zealand	74.0
25	Vietnam	88.5	95	Bangladesh	72.9
26	United Arab Emirates	87.9	96	Mexico	72.8
27	Guyana	87.2	97	Brazil	72.5
28	Angola	86.3	98	Denmark	72.5
29	Ethiopia	86.2	99	Jamaica	72.2
30	Bulgaria	85.5	100	Malta	72.0
31	Spain	85.3	101	Switzerland	71.9
32	Mongolia	85.1	102	Lithuania	71.8
33	Korea, Rep.	84.9	103	Slovenia	71.5
34	Turkey	84.8	104	Georgia	71.2
35	Nepal	84.7	105	Slovak Republic	70.6
36	Cape Verde	84.7	106	Japan	69.8
37	Italy	84.6	107	Ghana	68.6
38	Finland	84.5	108	Greece	68.5
39	Uruguay	84.4	109	Netherlands	68.2
40	Estonia	84.3	110	Peru	68.1
41	Zambia	84.3	111	Moldova	67.5
42	Egypt	83.8	112	Ecuador	67.0
43	Hong Kong SAR	83.7	113	Bosnia and Herzegovina	66.6
44	Gambia, The	83.6	114	El Salvador	66.1
45	Norway	83.5	115	Benin	65.6
46	Serbia	83.4	116	Kenya	64.7
47	Poland	83.1	117	Mauritania	63.6
48	Thailand	82.7	118	Jordan	63.4
49	Guatemala	82.6	119	Azerbaijan	62.9
50	Syria	82.2	120	Tajikistan	62.5
51	Barbados	82.2	121	Argentina	61.8
52	Hungary	82.0	122	Colombia	60.6
53	Malawi	82.0	123	Sri Lanka	57.2
54	Portugal	81.9	124	Bolivia	56.5
55	Montenegro	81.7	125	Canada	56.2
56	Chile	81.4	126	France	55.9
57	South Africa	81.3	127	Australia	55.0
58	Burundi	81.3	128	Venezuela	54.0
59	Tunisia	81.2	129	United States	53.1
60	Costa Rica	81.2	130	Burkina Faso	51.1
61	Pakistan	80.9	131	Cameroon	51.0
62	Cambodia	80.7	132	Dominican Republic	50.4
63	Algeria	80.4	133	Albania	49.4
64	Ireland	79.7	134	United Kingdom	38.1
65	Trinidad and Tobago	79.6	135	Senegal	31.3
66	Kazakhstan	79.5	136	Côte d'Ivoire	30.3
67	Armenia	79.3	137	Mali	27.5
68	Nicaragua	78.7	138	Chad	0.0
69	Zimbabwe	78.6	n/a	Timor-Leste	n/a
70	Honduras	78.4			

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	RANK	COUNTRY/ECONOMY	SCORE
1	Gambia, The	0.3	71	Colombia	0.6
2	India	0.3	72	Costa Rica	0.6
3	Cambodia	0.4	73	Senegal	0.6
4	Vietnam	0.4	74	Mali	0.6
5	Tajikistan	0.4	75	Libya	0.6
6	Ethiopia	0.4	76	Poland	0.6
7	Nepal	0.4	77	Turkey	0.6
8	Pakistan	0.4	78	Kazakhstan	0.6
9	Tanzania	0.4	79	Timor-Leste	0.6
10	Kyrgyz Republic	0.4	80	Trinidad and Tobago	0.6
11	Malawi	0.4	81	Saudi Arabia	0.6
12	Bangladesh	0.4	82	Morocco	0.6
13	Ukraine	0.4	83	Korea, Rep.	0.6
14	Iran, Islamic Rep.	0.4	84	Lebanon	0.6
15	Uganda	0.4	85	Barbados	0.6
16	Bolivia	0.4	86	Côte d'Ivoire	0.6
17	Egypt	0.4	87	Angola	0.6
18	Burundi	0.4	88	Hungary	0.7
19	Nicaragua	0.4	89	Lithuania	0.7
20	Macedonia, FYR	0.4	90	Namibia	0.7
21	Sri Lanka	0.4	91	Jordan	0.7
22	Ghana	0.4	92	Chile	0.7
23	Burkina Faso	0.4	93	Zambia	0.7
24	Madagascar	0.4	94	Hong Kong SAR ¹	0.7
25	Chad	0.4	95	Jamaica	0.7
26	Mongolia	0.4	96	Croatia	0.7
27	Albania	0.5	97	Czech Republic	0.7
28	Botswana	0.5	98	Singapore	0.7
29	Tunisia	0.5	99	Slovak Republic	0.7
30	Russian Federation	0.5	100	Estonia	0.7
31	Mauritania	0.5	101	Kuwait	0.7
32	Rwanda	0.5	102	Latvia	0.8
33	Bulgaria	0.5	103	Qatar	0.8
34	Mozambique	0.5	104	Brazil	0.8
35	Kenya	0.5	105	Bahrain ¹	0.8
36	Thailand	0.5	106	Malta	0.8
37	Philippines	0.5	107	Uruguay	0.8
38	Algeria	0.5	108	Cape Verde	0.8
39	Benin	0.5	109	Oman ¹	0.9
40	Guyana ¹	0.5	110	Slovenia	0.9
41	Malaysia	0.5	111	Portugal	0.9
41	Swaziland	0.5	112	Venezuela	0.9
43	Montenegro	0.5	113	Israel	0.9
44	Serbia	0.5	114	United Kingdom	1.0
45	Cameroon	0.5	115	Spain	1.0
46	Peru	0.5	116	Greece	1.0
47	Ecuador	0.5	117	United Arab Emirates ¹	1.0
48	Azerbaijan	0.5	118	Puerto Rico	1.0
49	Nigeria	0.5	118	United States	1.0
50	Honduras	0.5	120	New Zealand	1.0
51	Georgia	0.5	121	Iceland	1.0
52	Taiwan, China	0.5	122	Cyprus	1.0
53	Paraguay	0.5	123	Canada	1.0
53	Syria	0.5	124	Australia	1.1
55	Mauritius	0.5	125	Italy	1.1
56	Argentina	0.5	126	Germany	1.1
57	Lesotho	0.5	127	Sweden	1.2
58	Romania	0.5	128	Netherlands	1.2
59	Brunei Darussalam	0.5	129	Austria	1.2
60	Moldova	0.5	130	Belgium	1.2
61	Bosnia and Herzegovina	0.5	131	France	1.2
62	Armenia	0.5	132	Japan	1.2
63	El Salvador	0.5	133	Ireland	1.2
64	Panama	0.5	134	Luxembourg	1.3
65	Dominican Republic	0.5	135	Finland	1.3
66	China	0.5	136	Switzerland	1.4
67	Guatemala	0.6	137	Norway	1.4
68	Indonesia	0.6	138	Denmark	1.5
69	South Africa	0.6	n/a	Zimbabwe	n/a
70	Mexico	0.6			

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	MEAN: 3.6	7	RANK	COUNTRY/ECONOMY	SCORE	1	MEAN: 3.6	7
1	Bahrain	6.1				71	United States	3.5			
2	Hong Kong SAR	6.0				72	Iran, Islamic Rep	3.5			
3	Singapore	5.6				73	Swaziland	3.5			
4	Oman	5.6				74	Kazakhstan	3.5			
5	United Arab Emirates	5.5				75	Egypt	3.5			
6	Kuwait	5.5				76	Azerbaijan	3.5			
7	Luxembourg	5.4				77	Philippines	3.5			
8	Mauritius	5.4				78	Tajikistan	3.5			
9	Saudi Arabia	5.3				79	Zambia	3.5			
10	Switzerland	5.0				80	Lesotho	3.4			
11	Qatar	4.8				81	Korea, Rep	3.4			
12	Cyprus	4.7				82	Nicaragua	3.4			
13	Botswana	4.6				83	Bulgaria	3.4			
14	Tunisia	4.5				84	Armenia	3.4			
15	Brunei Darussalam	4.5				85	Uganda	3.3			
16	Timor-Leste	4.5				86	Burkina Faso	3.3			
17	Indonesia	4.4				87	Mauritania	3.3			
18	Estonia	4.3				88	Mozambique	3.3			
19	Chile	4.3				89	Slovenia	3.3			
20	Barbados	4.3				90	Germany	3.3			
21	Montenegro	4.3				91	Benin	3.2			
22	Lebanon	4.3				92	Jordan	3.2			
23	Paraguay	4.3				93	Zimbabwe	3.2			
24	Georgia	4.2				94	Cape Verde	3.2			
25	Taiwan, China	4.2				95	United Kingdom	3.2			
26	Trinidad and Tobago	4.2				96	Malawi	3.2			
27	Slovak Republic	4.1				97	Russian Federation	3.2			
28	Malaysia	4.1				98	Venezuela	3.2			
29	China	4.1				99	Greece	3.2			
30	Angola	4.1				100	Morocco	3.2			
31	South Africa	4.1				101	Senegal	3.1			
32	Malta	4.0				102	Japan	3.1			
33	Namibia	4.0				103	Côte d'Ivoire	3.1			
34	Libya	4.0				104	Uruguay	3.1			
35	El Salvador	4.0				105	Madagascar	3.1			
36	India	4.0				106	Kyrgyz Republic	3.1			
37	Iceland	3.9				107	Poland	3.1			
38	Ireland	3.9				108	France	3.1			
39	Albania	3.8				109	Puerto Rico	3.1			
40	Ghana	3.8				110	Sweden	3.0			
41	Costa Rica	3.8				111	Bolivia	3.0			
42	Macedonia, FYR	3.8				112	Spain	3.0			
43	Panama	3.8				113	Mexico	3.0			
44	New Zealand	3.8				114	Finland	3.0			
45	Israel	3.8				115	Dominican Republic	3.0			
46	Pakistan	3.8				116	Mali	2.9			
47	Peru	3.8				117	Latvia	2.9			
48	Canada	3.8				118	Turkey	2.9			
49	Czech Republic	3.8				119	Cameroon	2.9			
50	Nigeria	3.7				120	Serbia	2.8			
51	Honduras	3.7				121	Jamaica	2.8			
52	Sri Lanka	3.7				122	Kenya	2.8			
53	Thailand	3.7				123	Portugal	2.8			
54	Bangladesh	3.7				124	Ecuador	2.8			
55	Moldova	3.7				125	Guyana	2.8			
56	Algeria	3.7				126	Lithuania	2.7			
57	Rwanda	3.7				127	Burundi	2.7			
58	Vietnam	3.7				128	Colombia	2.6			
59	Netherlands	3.7				129	Chad	2.6			
60	Gambia, The	3.7				130	Denmark	2.6			
61	Cambodia	3.7				131	Romania	2.5			
62	Ethiopia	3.7				132	Bosnia and Herzegovina	2.4			
63	Austria	3.6				133	Italy	2.4			
64	Norway	3.6				134	Croatia	2.4			
65	Tanzania	3.6				135	Belgium	2.3			
66	Australia	3.6				136	Ukraine	2.3			
67	Syria	3.6				137	Argentina	2.2			
68	Guatemala	3.6				138	Hungary	2.1			
69	Mongolia	3.6				139	Brazil	2.0			
70	Nepal	3.6									

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	RANK	COUNTRY/ECONOMY	SCORE
1	Venezuela.....	2	71	Latvia	112
2	Libya	14	72	Bosnia and Herzegovina	113
3	Saudi Arabia.....	16	72	Lithuania	113
4	Bahrain.....	21	72	Nepal.....	113
5	Qatar.....	22	75	Cameroon	114
6	Kuwait.....	24	76	Iceland	115
7	Oman.....	31	76	Macedonia, FYR	115
8	Algeria.....	34	78	Bangladesh	117
9	Trinidad and Tobago.....	36	78	Paraguay	117
10	United Arab Emirates	37	80	Estonia.....	118
11	Brunei Darussalam	38	80	Slovenia.....	118
12	Egypt.....	49	80	Uruguay	118
13	Ecuador.....	51	83	Kenya.....	120
14	Angola.....	53	83	Moldova	120
14	Iran, Islamic Rep.	53	85	Timor-Leste	122
14	Malaysia.....	53	86	Greece	123
17	United States.....	56	86	Spain.....	123
18	Nigeria.....	59	88	Costa Rica.....	124
19	Indonesia	60	89	Brazil.....	126
20	Jordan	61	90	Croatia.....	127
21	Puerto Rico ²	65	90	Hungary	127
22	Panama.....	67	90	Montenegro.....	127
23	Bolivia	68	93	Bulgaria	128
24	Taiwan, China ²	71	93	Cyprus.....	128
25	Australia	74	95	Morocco.....	129
25	Azerbaijan	74	95	Serbia.....	129
25	Jamaica.....	74	97	Chad.....	130
25	Mauritius ¹	74	97	Mali.....	130
25	Mexico.....	74	97	Switzerland	130
30	Canada.....	76	97	Uganda.....	130
30	Lebanon.....	76	97	Zimbabwe	130
32	Argentina	78	102	Côte d'Ivoire	133
32	El Salvador	78	103	Senegal.....	135
32	Namibia.....	78	104	Albania	136
35	Gambia, The	79	105	Austria.....	137
35	Lesotho.....	79	105	Czech Republic	137
37	Honduras	80	105	Rwanda.....	137
37	Kyrgyz Republic	80	108	Burkina Faso	138
37	Vietnam.....	80	108	Mongolia.....	138
40	Kazakhstan.....	83	108	Sweden.....	138
41	Guyana.....	84	108	Switzerland	139
41	Pakistan	84	111	Burundi	139
43	Syria.....	85	112	Luxembourg.....	140
44	Guatemala.....	86	113	Peru	142
44	Swaziland.....	86	114	Poland.....	143
46	Nicaragua.....	87	114	Sri Lanka	143
46	South Africa	87	116	United Kingdom.....	144
46	Thailand.....	87	117	Israel ²	147
49	Botswana.....	88	118	Mauritania.....	149
49	Ukraine.....	88	119	Belgium.....	150
51	Russian Federation	89	120	France	152
52	Ghana.....	90	121	Denmark	154
53	Philippines.....	91	122	Madagascar	155
54	Ethiopia.....	92	123	Germany	156
55	Cambodia.....	94	123	Ireland.....	156
56	Chile.....	95	125	Finland	157
57	Tunisia.....	96	125	Italy	157
58	China.....	99	125	Slovak Republic	157
59	Barbados.....	100	128	Portugal.....	161
60	Benin.....	103	129	Norway	163
60	Tajikistan	103	130	Korea, Rep. ²	165
62	Colombia.....	104	131	Malta.....	166
62	Dominican Republic.....	104	132	Netherlands	168
64	Singapore.....	107	133	Zambia	170
65	Armenia	108	134	Mozambique	171
66	Georgia	109	135	Japan	174
66	India	109	136	Malawi	178
66	New Zealand.....	109	137	Cape Verde	184
69	Romania.....	111	138	Turkey	187
69	Tanzania	111	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	RANK	COUNTRY/ECONOMY	SCORE
1	Gambia, The ¹	34.2	71	Australia	135.3
2	Nepal ¹	52.7	72	Chad ¹	135.7
3	Bolivia ¹	60.8	73	India	135.9
4	Egypt	61.0	74	Senegal ¹	136.3
5	Sri Lanka	65.1	75	Kenya	136.6
6	Indonesia	70.8	76	Belgium	138.3
7	Latvia	73.8	77	United Kingdom	138.4
8	Thailand	77.4	78	Singapore	138.5
9	Ghana ¹	77.8	79	Panama	138.6
10	Moldova ¹	79.1	80	Costa Rica	139.8
11	Malaysia	80.1	81	Jordan	141.0
12	Dominican Republic	80.2	82	Armenia ¹	142.6
13	Tunisia	81.8	83	Netherlands	143.5
14	Guatemala	84.8	84	Cameroon ¹	144.2
15	Philippines	87.5	85	Norway	144.3
16	Lithuania	88.4	86	Tanzania	144.6
17	El Salvador	88.6	87	Mauritius	144.6
18	Pakistan	89.7	88	Denmark	145.8
19	Estonia	90.5	89	Italy	146.8
20	New Zealand	90.5	90	Syria	147.5
21	Nicaragua	91.1	91	Puerto Rico	149.9
22	Hungary	92.3	92	Saudi Arabia	154.9
23	Ecuador	92.8	93	Greece	159.3
24	Bulgaria	94.6	94	Cyprus	160.0
25	Mexico	97.4	95	Jamaica	161.5
26	Poland	98.6	96	Lebanon	164.3
27	China	99.0	97	France	176.5
28	Honduras	102.0	98	Algeria	177.2
29	Slovenia ¹	104.8	99	Oman	177.5
30	Uruguay	106.5	100	Switzerland	178.1
31	Czech Republic	106.7	101	Azerbaijan	182.1
32	Croatia	107.5	102	United Arab Emirates	183.9
33	Uganda ¹	108.0	103	Venezuela	187.2
34	Brazil	108.9	104	Trinidad and Tobago	192.3
35	Portugal	110.8	105	Russian Federation	193.7
36	Mozambique ¹	111.0	106	Kyrgyz Republic ¹	194.9
37	Argentina	111.5	107	Barbados	201.1
38	Chile	112.7	108	Kuwait	206.3
39	Iceland	113.0	109	Georgia ¹	211.2
40	Malta	113.2	110	Kazakhstan	223.0
41	Madagascar ¹	113.3	111	Qatar	232.6
42	Bangladesh	114.1	112	Bahrain	233.3
43	Turkey	114.3	113	Serbia ¹	243.1
44	Colombia	114.4	114	Libya ¹	256.4
45	Austria	114.9	115	Ukraine	274.3
46	Ethiopia ¹	115.6	116	Nigeria	279.1
47	Cambodia	116.9	n/a	Angola	n/a
48	Morocco	117.0	n/a	Benin ¹	n/a
49	Germany	119.7	n/a	Bosnia and Herzegovina ¹	n/a
50	Ireland	121.6	n/a	Botswana ¹	n/a
51	Luxembourg	121.6	n/a	Brunei Darussalam ¹	n/a
52	Spain	122.4	n/a	Burkina Faso ¹	n/a
53	Paraguay ¹	122.5	n/a	Burundi ¹	n/a
54	Guyana ¹	124.5	n/a	Cape Verde	n/a
55	Canada	125.3	n/a	Côte d'Ivoire ¹	n/a
56	Peru	125.8	n/a	Iran, Islamic Rep.	n/a
57	Vietnam	126.1	n/a	Lesotho ¹	n/a
58	Korea, Rep.	126.6	n/a	Macedonia, FYR ¹	n/a
59	Albania ¹	127.0	n/a	Malawi ¹	n/a
60	Finland	127.7	n/a	Mali ¹	n/a
61	Sweden	128.4	n/a	Mauritania ¹	n/a
62	Romania	129.0	n/a	Mongolia ¹	n/a
63	South Africa	129.2	n/a	Montenegro ¹	n/a
64	Slovak Republic	129.6	n/a	Namibia ¹	n/a
65	United States	131.0	n/a	Rwanda	n/a
66	Zambia	133.3	n/a	Swaziland	n/a
67	Israel	133.6	n/a	Tajikistan ¹	n/a
68	Taiwan, China	134.2	n/a	Timor-Leste	n/a
69	Hong Kong SAR	134.5	n/a	Zimbabwe ¹	n/a
70	Japan	134.9			

SOURCE: Deloitte

¹ 2007

11th Pillar
Human resources

11.01 Primary education enrollment

Net primary education enrollment rate | 2008

RANK	COUNTRY/ECONOMY	SCORE	RANK	COUNTRY/ECONOMY	SCORE
1	Costa Rica	100.0	71	Egypt ⁸	93.6
2	Japan	100.0	72	Hong Kong SAR ⁹	93.5
3	Russian Federation	99.8	73	Qatar ⁹	93.4
4	Spain	99.8	74	Brunei Darussalam ⁹	92.9
5	Iran, Islamic Rep. ⁵	99.7	75	Benin	92.8
6	Georgia ⁹	99.6	76	Lithuania	92.2
7	United Kingdom	99.6	77	United States	92.0
8	China	99.5	78	Nicaragua	91.8
9	Canada ¹	99.5	79	Trinidad and Tobago	91.8
10	Sri Lanka	99.5	80	Philippines	91.7
11	New Zealand	99.5	81	Cameroon ⁹	91.6
12	Greece ⁸	99.4	82	India	91.4
13	Burundi ⁹	98.9	83	Bolivia	91.3
14	Korea, Rep.	98.8	84	Malta	91.3
15	Netherlands	98.7	85	Croatia	90.8
16	Portugal	98.7	86	Malawi ⁹	90.8
17	Cyprus	98.7	87	Zambia ⁹	90.7
18	Norway	98.7	88	Kazakhstan ¹⁰	90.6
19	Uruguay	98.6	89	Mongolia ⁹	90.5
20	Montenegro	98.5	90	Romania	90.3
21	Argentina ⁶	98.5	91	Latvia ⁶	90.1
22	Madagascar ⁸	98.5	92	Lebanon ⁹	90.1
23	France	98.4	93	Venezuela	90.1
24	Belgium	98.4	94	Thailand ⁹	90.1
25	Italy	98.4	95	Zimbabwe ⁷	89.9
26	Panama	98.3	96	Morocco ⁹	89.7
27	Puerto Rico	98.2	97	Hungary	89.7
28	Mexico	98.1	98	United Arab Emirates ⁹	89.7
29	Austria ⁷	97.9	99	Colombia ⁹	89.6
30	Uganda ⁹	97.9	100	Czech Republic ⁷	89.6
31	Taiwan, China	97.7	101	Jordan	89.5
32	Tunisia	97.7	102	Namibia ⁹	89.1
33	Germany	97.6	103	Cambodia	88.6
34	Iceland	97.6	104	Ukraine ⁹	88.6
35	Tajikistan	97.3	105	Kuwait	87.6
36	Bahrain ⁹	97.3	106	Moldova ⁹	87.5
37	Ireland	97.1	107	South Africa ⁸	87.5
38	Israel	97.1	108	Paraguay	87.4
39	Ecuador ⁹	97.0	109	Bosnia and Herzegovina ⁹	87.1
40	Slovenia	97.0	110	Dominican Republic ⁹	87.0
41	Barbados	96.9	111	Botswana ⁸	86.9
42	Australia	96.9	112	Saudi Arabia ⁹	86.3
43	Singapore ⁹	96.8	113	Macedonia, FYR	85.8
44	Slovak Republic	96.7	114	Bangladesh	85.5
45	Honduras	96.6	115	Albania ⁹	84.7
46	Tanzania ⁹	96.4	116	Armenia ⁸	84.1
47	Malaysia ⁸	96.1	117	Kyrgyz Republic ⁹	83.5
48	Finland	96.0	118	Swaziland ⁸	82.8
49	Azerbaijan	96.0	119	Ethiopia ⁹	82.7
50	Rwanda	95.9	120	Kenya ⁹	82.6
51	Bulgaria	95.8	121	Cape Verde ⁹	82.6
52	Indonesia	95.7	122	Mozambique ⁹	82.3
53	Luxembourg	95.7	123	Timor-Leste ⁹	82.0
54	Poland	95.2	124	Jamaica	80.2
55	Guyana ⁹	95.2	125	Nepal ⁵	78.8
56	Guatemala	95.1	126	Mauritania ⁹	76.3
57	Chile	94.9	127	Ghana ⁹	75.9
58	Denmark	94.8	128	Senegal ⁹	73.1
59	Turkey	94.7	129	Mali ⁹	72.9
60	Sweden	94.6	130	Lesotho ⁸	72.7
61	Syria ³	94.5	131	Gambia, The	68.7
62	Peru	94.4	132	Oman	68.3
63	Estonia	94.4	133	Pakistan ⁹	66.4
64	Serbia ⁹	94.2	134	Burkina Faso ⁹	63.3
65	Switzerland	94.2	135	Nigeria ⁸	61.4
66	Brazil	94.2	136	Chad ⁴	61.0
67	El Salvador ⁹	94.2	137	Côte d'Ivoire ⁹	57.2
68	Mauritius ⁹	94.0	n/a	Angola	n/a
69	Vietnam ²	94.0	n/a	Libya	n/a
70	Algeria ⁹	93.8			

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	RANK	COUNTRY/ECONOMY	SCORE
1	Australia	149.3	71	Mauritius ⁷	87.2
2	Netherlands	120.7	72	Sri Lanka ³	87.0
3	Spain	119.9	73	Montenegro ⁷	85.8
4	Denmark	118.6	74	Qatar ⁷	85.2
5	New Zealand	118.5	75	Argentina ⁶	84.9
6	Ireland	115.0	76	Russian Federation	84.8
7	France	113.2	77	Tajikistan	84.4
8	Norway	111.6	78	Puerto Rico ⁷	84.4
9	Finland	110.3	79	Kyrgyz Republic ⁷	84.1
10	Iceland	110.1	80	Macedonia, FYR	83.7
11	Georgia ⁷	108.5	81	Algeria ⁴	83.2
12	Belgium	108.3	82	Iran, Islamic Rep. ⁷	83.1
13	Azerbaijan	105.6	83	Philippines	82.5
14	Portugal	103.7	84	Lebanon ⁷	82.1
15	Sweden	103.5	85	Hong Kong SAR ⁷	82.1
16	Guyana ⁷	103.4	86	Turkey	82.0
17	Barbados ⁶	103.2	87	Botswana ⁶	81.5
18	Singapore ⁷	103.0	88	Cape Verde ⁷	81.5
19	Kazakhstan ⁹	103.0	89	Bolivia	81.3
20	Greece ⁶	101.8	90	Ecuador ⁷	81.1
21	Germany	101.7	91	Venezuela	81.1
22	Canada ⁵	101.3	92	Egypt ³	79.3
23	Japan	100.9	93	Dominican Republic ⁷	76.8
24	Brazil	100.8	94	China	76.1
25	Italy	100.5	95	Thailand ⁷	75.6
26	Malta	100.3	96	Syria ⁷	74.7
27	Austria	100.0	97	Indonesia	74.4
28	Poland	99.6	98	Albania ⁷	72.4
29	Estonia	99.3	99	Panama	71.2
30	Taiwan, China	99.2	100	Malaysia ⁶	68.2
31	United Kingdom	99.0	101	Nicaragua	67.9
32	Lithuania	99.0	102	Vietnam ¹	66.9
33	Cyprus	98.3	103	Paraguay	66.5
34	Brunei Darussalam ⁷	98.2	104	Namibia	65.8
35	Latvia	98.0	105	El Salvador ⁷	64.6
36	Hungary	97.4	106	Honduras	64.5
37	Korea, Rep.	97.2	107	India	60.0
38	Slovenia	96.8	108	Kenya ⁷	59.5
39	Saudi Arabia ⁷	96.8	109	Ghana ⁷	57.2
40	Bahrain ⁷	96.4	110	Guatemala	56.6
41	Costa Rica ⁷	96.1	111	Morocco ⁶	55.8
42	Switzerland	96.1	112	Swaziland ⁶	53.3
43	Luxembourg	96.0	113	Timor-Leste ⁷	51.2
44	United Arab Emirates ⁷	95.2	114	Gambia, The	50.8
45	South Africa ⁶	95.1	115	Zambia ⁷	48.7
46	Czech Republic	94.9	116	Nepal ⁵	43.5
47	Colombia ⁷	94.6	117	Bangladesh	42.3
48	Ukraine ⁷	94.5	118	Cameroon ⁷	41.5
49	Croatia	94.3	119	Zimbabwe ⁵	41.0
50	United States	94.1	120	Cambodia ⁶	40.4
51	Libya ⁵	93.5	121	Lesotho ⁶	39.9
52	Armenia ⁷	93.1	122	Mali ⁷	38.3
53	Mongolia ⁷	92.2	123	Benin ⁴	36.3
54	Slovak Republic	92.1	124	Ethiopia ⁷	34.4
55	Tunisia	91.8	125	Pakistan ⁷	33.1
56	Romania	91.6	126	Madagascar ⁷	31.5
57	Serbia ⁷	91.5	127	Nigeria ⁶	30.5
58	Jamaica	91.2	128	Senegal	30.1
59	Bosnia and Herzegovina ⁷	91.2	129	Malawi ⁷	29.5
60	Chile	90.4	130	Uganda ⁷	27.4
61	Israel	90.0	131	Rwanda ⁷	26.7
62	Kuwait ⁷	89.9	132	Côte d'Ivoire ²	26.3
63	Mexico	89.9	133	Tanzania	26.1
64	Peru	89.1	134	Mauritania ⁶	24.5
65	Trinidad and Tobago	88.8	135	Chad ⁷	24.1
66	Bulgaria	88.6	136	Mozambique ⁷	23.3
67	Jordan	88.2	137	Burundi ⁷	21.2
68	Oman	88.1	138	Burkina Faso ⁷	19.8
69	Moldova ⁷	88.1	139	Angola ⁵	15.2
70	Uruguay	87.9			

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

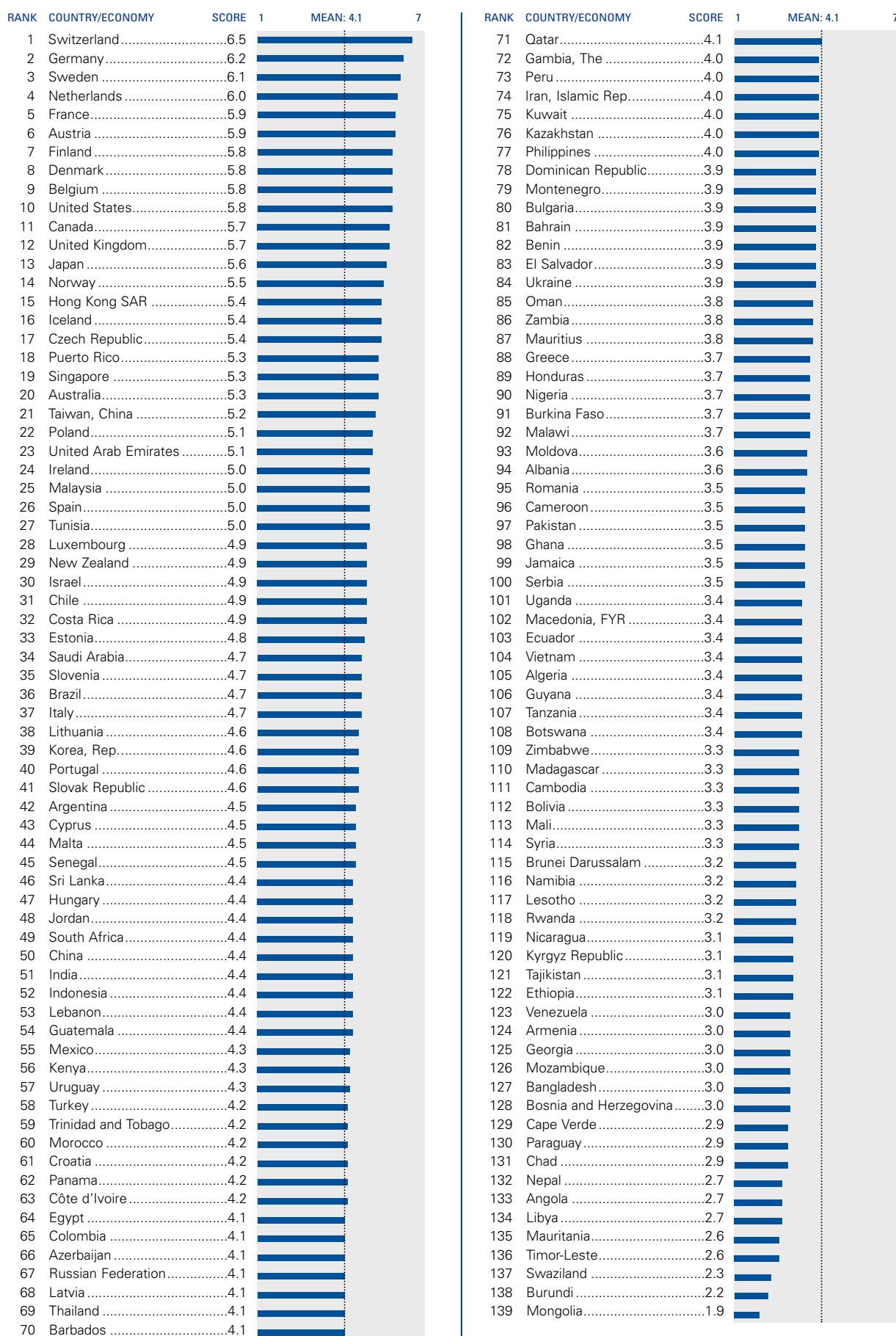
How well does the educational system in your country meet the needs of a competitive economy? [1 = not well at all; 7 = very well] | 2009–10 weighted average

RANK	COUNTRY/ECONOMY	SCORE	1	MEAN: 3.8	7	RANK	COUNTRY/ECONOMY	SCORE	1	MEAN: 3.8	7
1	Singapore	6.1				71	Ghana	3.7			
2	Switzerland	6.0				72	Uganda	3.6			
3	Iceland	5.9				73	Senegal	3.6			
4	Qatar	5.7				74	Israel	3.6			
5	Canada	5.7				75	Hungary	3.6			
6	Finland	5.6				76	Portugal	3.6			
7	Belgium	5.5				77	Lesotho	3.6			
8	Sweden	5.4				78	Russian Federation	3.6			
9	New Zealand	5.4				79	Cameroon	3.5			
10	Denmark	5.3				80	Colombia	3.5			
11	Ireland	5.3				81	Mozambique	3.5			
12	Australia	5.2				82	Cambodia	3.4			
13	Cyprus	5.1				83	Italy	3.4			
14	Netherlands	5.1				84	Romania	3.4			
15	Barbados	5.0				85	Bulgaria	3.4			
16	Lebanon	5.0				86	Serbia	3.3			
17	Taiwan, China	5.0				87	Pakistan	3.3			
18	Germany	5.0				88	Kuwait	3.3			
19	Norway	5.0				89	Croatia	3.3			
20	Tunisia	5.0				90	Argentina	3.3			
21	Malta	4.9				91	Kyrgyz Republic	3.3			
22	Costa Rica	4.9				92	Madagascar	3.3			
23	Malaysia	4.9				93	Kazakhstan	3.3			
24	Austria	4.9				94	Bangladesh	3.3			
25	Hong Kong SAR	4.8				95	Turkey	3.2			
26	United States	4.8				96	Moldova	3.2			
27	United Arab Emirates	4.7				97	Chad	3.2			
28	United Kingdom	4.7				98	Jamaica	3.2			
29	France	4.7				99	Tanzania	3.2			
30	Trinidad and Tobago	4.6				100	Chile	3.2			
31	Brunei Darussalam	4.5				101	Swaziland	3.2			
32	Kenya	4.5				102	Bosnia and Herzegovina	3.1			
33	Gambia, The	4.5				103	Brazil	3.1			
34	Czech Republic	4.5				104	Azerbaijan	3.1			
35	Japan	4.5				105	Morocco	3.1			
36	Luxembourg	4.4				106	Côte d'Ivoire	3.1			
37	Montenegro	4.4				107	Spain	3.1			
38	Bahrain	4.4				108	Iran, Islamic Rep.	3.1			
39	India	4.3				109	Syria	3.1			
40	Indonesia	4.3				110	Bolivia	3.1			
41	Saudi Arabia	4.3				111	Slovak Republic	3.1			
42	Estonia	4.3				112	Namibia	3.0			
43	Oman	4.2				113	Tajikistan	3.0			
44	Sri Lanka	4.2				114	Timor-Leste	3.0			
45	Benin	4.2				115	Armenia	3.0			
46	Zimbabwe	4.2				116	Nepal	3.0			
47	Slovenia	4.2				117	Algeria	2.9			
48	Botswana	4.1				118	Greece	2.9			
49	Malawi	4.0				119	Georgia	2.9			
50	Mauritius	4.0				120	Mexico	2.9			
51	Puerto Rico	4.0				121	El Salvador	2.9			
52	Zambia	4.0				122	Ecuador	2.8			
53	China	4.0				123	Honduras	2.8			
54	Albania	3.9				124	Peru	2.7			
55	Jordan	3.9				125	Mali	2.7			
56	Ukraine	3.9				126	Guatemala	2.6			
57	Korea, Rep.	3.9				127	Venezuela	2.6			
58	Rwanda	3.9				128	Panama	2.6			
59	Macedonia, FYR	3.9				129	Burkina Faso	2.5			
60	Ethiopia	3.8				130	South Africa	2.5			
61	Vietnam	3.8				131	Egypt	2.5			
62	Poland	3.8				132	Nicaragua	2.5			
63	Nigeria	3.8				133	Dominican Republic	2.4			
64	Latvia	3.8				134	Burundi	2.3			
65	Cape Verde	3.8				135	Mauritania	2.3			
66	Thailand	3.7				136	Mongolia	2.2			
67	Uruguay	3.7				137	Paraguay	2.1			
68	Guyana	3.7				138	Libya	2.0			
69	Philippines	3.7				139	Angola	2.0			
70	Lithuania	3.7									

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



SOURCE: World Economic Forum, Executive Opinion Survey 2009, 2010

11.05 Extent of staff training

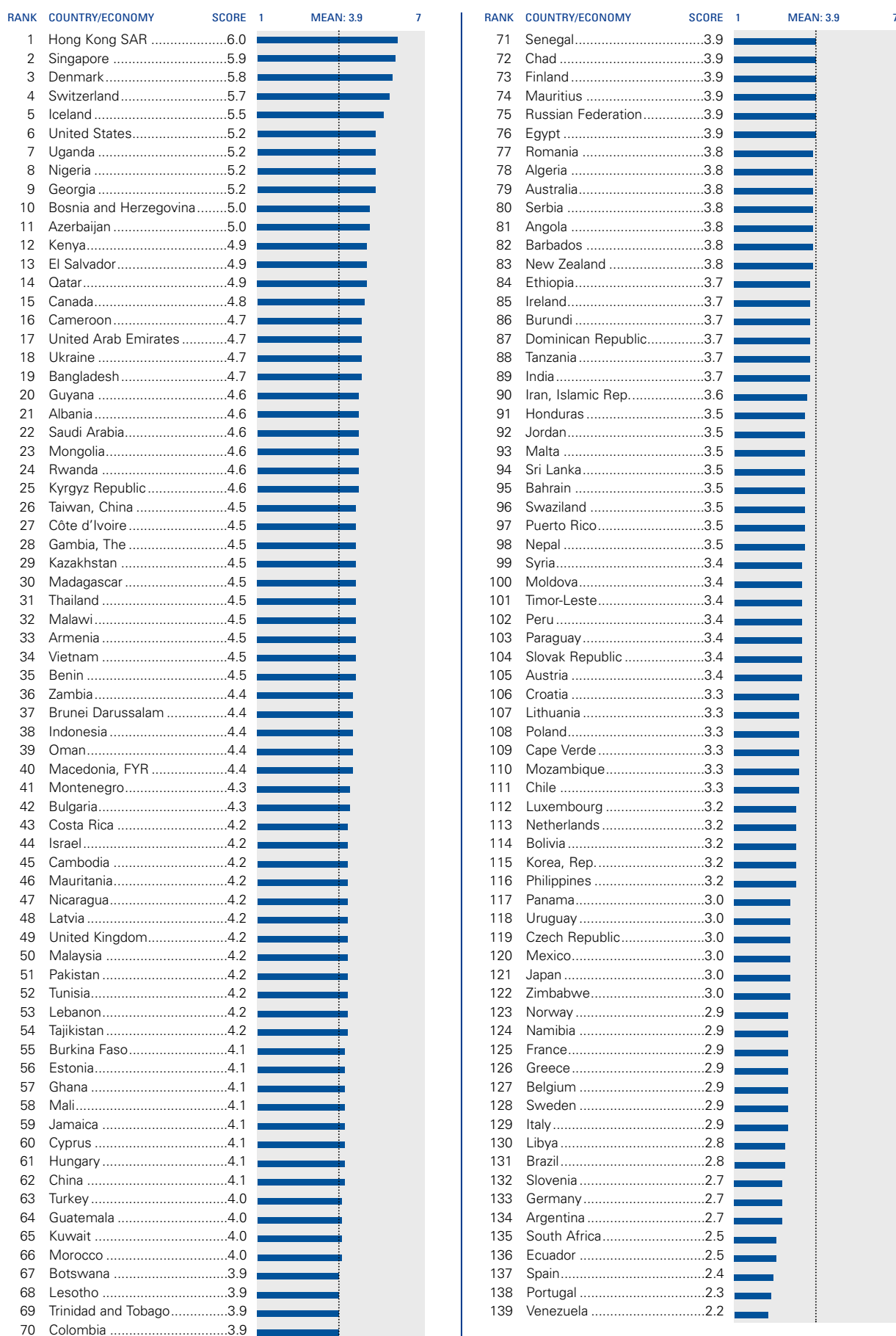
To what extent do companies in your country invest in training and employee development? [1 = hardly at all; 7 = to a great extent] | 2009–10 weighted average

RANK	COUNTRY/ECONOMY	SCORE	1	MEAN: 4.0	7	RANK	COUNTRY/ECONOMY	SCORE	1	MEAN: 4.0	7
1	Sweden	5.7				71	Zimbabwe	3.9			
2	Switzerland	5.5				72	Romania	3.9			
3	Norway	5.5				73	Portugal	3.9			
4	Singapore	5.5				74	Nigeria	3.9			
5	Luxembourg	5.4				75	Slovak Republic	3.9			
6	Japan	5.4				76	Latvia	3.9			
7	Denmark	5.4				77	Ghana	3.8			
8	Germany	5.2				78	Peru	3.8			
9	Finland	5.2				79	Argentina	3.8			
10	United States	5.1				80	Honduras	3.8			
11	Netherlands	5.1				81	Zambia	3.8			
12	Canada	5.0				82	Mongolia	3.8			
13	Malaysia	5.0				83	Lesotho	3.8			
14	Austria	4.9				84	Mexico	3.8			
15	Belgium	4.9				85	Turkey	3.7			
16	Bahrain	4.9				86	Uruguay	3.7			
17	Puerto Rico	4.9				87	Morocco	3.7			
18	Tunisia	4.8				88	Hungary	3.7			
19	Qatar	4.8				89	Spain	3.7			
20	Australia	4.8				90	Russian Federation	3.7			
21	New Zealand	4.8				91	Venezuela	3.7			
22	Costa Rica	4.8				92	Cambodia	3.7			
23	Ireland	4.7				93	Cameroon	3.7			
24	Iceland	4.7				94	Dominican Republic	3.6			
25	Israel	4.7				95	Nicaragua	3.6			
26	South Africa	4.7				96	Kuwait	3.6			
27	Hong Kong SAR	4.7				97	Swaziland	3.6			
28	United Kingdom	4.7				98	Kazakhstan	3.6			
29	United Arab Emirates	4.7				99	Colombia	3.6			
30	France	4.7				100	Uganda	3.6			
31	Taiwan, China	4.7				101	Jordan	3.6			
32	Gambia, The	4.4				102	Lebanon	3.5			
33	Chile	4.4				103	Algeria	3.5			
34	Saudi Arabia	4.4				104	Benin	3.5			
35	Cyprus	4.4				105	Greece	3.5			
36	Indonesia	4.4				106	Tanzania	3.4			
37	Sri Lanka	4.4				107	Ecuador	3.4			
38	Rwanda	4.4				108	Georgia	3.4			
39	Angola	4.4				109	Ukraine	3.4			
40	Czech Republic	4.4				110	Libya	3.4			
41	Mauritius	4.4				111	Mozambique	3.4			
42	Korea, Rep.	4.4				112	Egypt	3.3			
43	Barbados	4.3				113	Senegal	3.3			
44	Côte d'Ivoire	4.3				114	Madagascar	3.3			
45	Oman	4.3				115	Pakistan	3.3			
46	Philippines	4.3				116	Armenia	3.3			
47	Malta	4.3				117	Moldova	3.3			
48	Estonia	4.3				118	Tajikistan	3.3			
49	Jamaica	4.2				119	Macedonia, FYR	3.3			
50	Panama	4.2				120	Cape Verde	3.3			
51	Trinidad and Tobago	4.2				121	Bolivia	3.3			
52	Poland	4.2				122	Ethiopia	3.2			
53	Brazil	4.2				123	Paraguay	3.2			
54	Botswana	4.2				124	Kyrgyz Republic	3.2			
55	Albania	4.2				125	Chad	3.2			
56	Guatemala	4.2				126	Timor-Leste	3.2			
57	China	4.1				127	Italy	3.2			
58	Vietnam	4.1				128	Croatia	3.1			
59	India	4.1				129	Bangladesh	3.1			
60	Brunei Darussalam	4.1				130	Serbia	3.0			
61	Guyana	4.1				131	Mali	3.0			
62	Thailand	4.1				132	Iran, Islamic Rep.	2.9			
63	El Salvador	4.1				133	Burundi	2.9			
64	Lithuania	4.1				134	Burkina Faso	2.9			
65	Slovenia	4.1				135	Bulgaria	2.8			
66	Namibia	4.0				136	Bosnia and Herzegovina	2.7			
67	Malawi	4.0				137	Nepal	2.7			
68	Azerbaijan	4.0				138	Mauritania	2.6			
69	Montenegro	4.0				139	Syria	2.5			
70	Kenya	3.9									

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



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	MEAN: 4.1	7	RANK	COUNTRY/ECONOMY	SCORE	1	MEAN: 4.1	7
1	United Arab Emirates	5.9				71	Kenya	4.1			
2	Rwanda	5.8				72	Bulgaria	4.1			
3	Georgia	5.8				73	Pakistan	4.0			
4	Albania	5.6				74	Latvia	4.0			
5	Luxembourg	5.4				75	Canada	4.0			
6	Qatar	5.3				76	Trinidad and Tobago	4.0			
7	Ireland	5.1				77	Malaysia	4.0			
8	Singapore	5.1				78	Moldova	4.0			
9	Armenia	5.1				79	Azerbaijan	4.0			
10	Switzerland	5.1				80	Zambia	4.0			
11	Hungary	5.0				81	Germany	4.0			
12	Iceland	5.0				82	Slovenia	4.0			
13	Uganda	5.0				83	Burundi	4.0			
14	China	4.9				84	Chad	4.0			
15	Kuwait	4.9				85	Thailand	3.9			
16	Cameroon	4.9				86	Timor-Leste	3.9			
17	Portugal	4.9				87	Ghana	3.9			
18	Guyana	4.9				88	Colombia	3.9			
19	Hong Kong SAR	4.9				89	Estonia	3.9			
20	Nicaragua	4.9				90	Oman	3.9			
21	Benin	4.8				91	Sri Lanka	3.8			
22	Cape Verde	4.8				92	Tunisia	3.8			
23	Romania	4.8				93	Mongolia	3.8			
24	United Kingdom	4.7				94	Egypt	3.8			
25	El Salvador	4.7				95	Turkey	3.8			
26	Netherlands	4.7				96	France	3.8			
27	Chile	4.7				97	Mexico	3.8			
28	Paraguay	4.6				98	Brunei Darussalam	3.7			
29	Bahrain	4.6				99	Bolivia	3.7			
30	Gambia, The	4.6				100	Lithuania	3.7			
31	Senegal	4.6				101	Kyrgyz Republic	3.7			
32	Montenegro	4.5				102	Poland	3.7			
33	Nigeria	4.5				103	Tanzania	3.7			
34	Uruguay	4.5				104	Puerto Rico	3.6			
35	Indonesia	4.5				105	Kazakhstan	3.6			
36	Slovak Republic	4.5				106	Korea, Rep.	3.6			
37	Tajikistan	4.5				107	Australia	3.6			
38	Argentina	4.5				108	Malawi	3.6			
39	Saudi Arabia	4.5				109	Brazil	3.6			
40	Cambodia	4.5				110	Mauritania	3.6			
41	New Zealand	4.5				111	Libya	3.6			
42	Burkina Faso	4.5				112	Jamaica	3.6			
43	Finland	4.4				113	India	3.6			
44	Lesotho	4.4				114	Japan	3.6			
45	Peru	4.4				115	Ethiopia	3.6			
46	Mauritius	4.4				116	Algeria	3.5			
47	Dominican Republic	4.4				117	Philippines	3.5			
48	Mali	4.4				118	Jordan	3.4			
49	Czech Republic	4.4				119	Panama	3.4			
50	Denmark	4.4				120	Lebanon	3.4			
51	Macedonia, FYR	4.3				121	Austria	3.4			
52	Côte d'Ivoire	4.3				122	Bangladesh	3.4			
53	Malta	4.3				123	Botswana	3.3			
54	Italy	4.3				124	Russian Federation	3.3			
55	Morocco	4.3				125	Taiwan, China	3.3			
56	United States	4.3				126	Ecuador	3.3			
57	Bosnia and Herzegovina	4.3				127	Israel	3.1			
58	Belgium	4.3				128	Croatia	3.1			
59	Honduras	4.2				129	Barbados	3.0			
60	Vietnam	4.2				130	Venezuela	2.9			
61	Sweden	4.2				131	Nepal	2.8			
62	Spain	4.2				132	Zimbabwe	2.8			
63	Madagascar	4.2				133	Swaziland	2.8			
64	Ukraine	4.2				134	Namibia	2.7			
65	Norway	4.1				135	Mozambique	2.7			
66	Costa Rica	4.1				136	Angola	2.7			
67	Cyprus	4.1				137	Iran, Islamic Rep.	2.6			
68	Guatemala	4.1				138	South Africa	2.5			
69	Serbia	4.1				139	Syria	2.5			
70	Greece	4.1									

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	RANK	COUNTRY/ECONOMY	SCORE
1	Albania ²	<0.10	68	Iceland	0.30
1	Bangladesh	<0.10	68	India	0.30
1	Bosnia and Herzegovina ²	<0.10	68	Italy	0.30
1	Brunei Darussalam ²	<0.10	68	Kyrgyz Republic	0.30
1	Croatia	<0.10	68	Luxembourg	0.30
1	Czech Republic	<0.10	68	Mexico	0.30
1	Egypt	<0.10	68	Paraguay	0.30
1	Hong Kong SAR ³	<0.10	78	Puerto Rico	0.35
1	Japan	<0.10	79	Chile	0.40
1	Korea, Rep.	<0.10	79	Ecuador	0.40
1	Macedonia, FYR ²	<0.10	79	France	0.40
1	Montenegro	<0.10	79	Moldova	0.40
1	Philippines	<0.10	79	Nepal	0.40
1	Saudi Arabia	<0.10	79	Peru	0.40
1	Slovak Republic	<0.10	79	Spain	0.40
1	Slovenia	<0.10	79	Switzerland	0.40
1	Sri Lanka	<0.10	79	Vietnam	0.40
1	Syria	<0.10	88	Argentina	0.50
1	Turkey	<0.10	88	Cambodia	0.50
20	Algeria	0.10	88	Colombia	0.50
20	Armenia	0.10	88	Malaysia	0.50
20	Australia	0.10	88	Uruguay	0.50
20	Azerbaijan	0.10	93	Brazil ²	0.60
20	Bulgaria	0.10	93	Portugal	0.60
20	China	0.10	93	United States	0.60
20	Finland	0.10	96	Latvia	0.70
20	Georgia	0.10	96	Mauritania	0.70
20	Germany	0.10	96	Venezuela ¹	0.70
20	Greece	0.10	99	Cape Verde ²	0.80
20	Hungary	0.10	99	El Salvador	0.80
20	Kazakhstan	0.10	99	Guatemala	0.80
20	Lebanon	0.10	99	Honduras	0.80
20	Lithuania	0.10	103	Dominican Republic	0.90
20	Malta	0.10	103	Panama	0.90
20	Mongolia	0.10	103	Senegal	0.90
20	Morocco	0.10	106	Mali	1.00
20	New Zealand	0.10	106	Mauritius	1.00
20	Norway	0.10	106	Russian Federation	1.00
20	Oman	0.10	109	Ukraine	1.10
20	Pakistan	0.10	110	Benin	1.20
20	Poland	0.10	110	Burkina Faso	1.20
20	Romania	0.10	110	Estonia	1.20
20	Serbia	0.10	110	Guyana	1.20
20	Singapore	0.10	114	Thailand	1.30
20	Sweden	0.10	115	Barbados	1.40
20	Tunisia	0.10	115	Ethiopia ¹	1.40
47	Jordan ²	0.13	117	Trinidad and Tobago	1.50
48	Taiwan, China ³	0.15	118	Jamaica	1.70
48	Bahrain ¹	<0.20	119	Ghana	1.80
48	Cyprus ²	<0.20	120	Angola	2.00
48	Kuwait ²	<0.20	120	Gambia, The	2.00
48	Libya ¹	<0.20	122	Rwanda	2.90
48	Qatar	<0.20	123	Burundi	3.30
48	Timor-Leste ¹	<0.20	124	Chad	3.40
48	United Arab Emirates ¹	<0.20	124	Côte d'Ivoire	3.40
56	Belgium	0.20	126	Nigeria	3.60
56	Bolivia	0.20	127	Cameroon	5.30
56	Denmark	0.20	128	Tanzania	5.60
56	Indonesia	0.20	129	Kenya	6.30
56	Iran, Islamic Rep.	0.20	130	Uganda	6.50
56	Ireland	0.20	131	Malawi	11.00
56	Israel	0.20	132	Mozambique	11.50
56	Madagascar	0.20	133	Namibia	13.10
56	Netherlands	0.20	134	Zambia	13.50
56	Nicaragua	0.20	135	Zimbabwe	14.30
56	Tajikistan	0.20	136	South Africa	17.80
56	United Kingdom	0.20	137	Lesotho	23.60
68	Austria	0.30	138	Botswana	24.80
68	Canada	0.30	139	Swaziland	25.90
68	Costa Rica	0.30			

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	MEAN: 5.1	7	RANK	COUNTRY/ECONOMY	SCORE	1	MEAN: 5.1	7
1	Norway	6.7				71	Bulgaria	5.2			
2	Albania	6.7				72	Argentina	5.2			
3	Slovak Republic	6.7				73	El Salvador	5.2			
4	Bosnia and Herzegovina	6.6				74	Moldova	5.2			
5	Sweden	6.6				75	Ecuador	5.2			
6	Finland	6.6				76	Bangladesh	5.2			
7	Iceland	6.6				77	Brunei Darussalam	5.2			
8	Austria	6.5				78	Mexico	5.2			
9	Israel	6.5				79	Mauritius	5.1			
10	New Zealand	6.5				80	United States	5.1			
11	Slovenia	6.4				81	Panama	5.1			
12	Germany	6.4				82	Venezuela	5.1			
13	Switzerland	6.4				83	Philippines	5.0			
14	Croatia	6.4				84	Vietnam	5.0			
15	Hungary	6.4				85	Cape Verde	5.0			
16	Tunisia	6.3				86	Kazakhstan	4.9			
17	Ireland	6.3				87	Bolivia	4.9			
18	Belgium	6.3				88	Honduras	4.9			
19	Greece	6.3				89	Libya	4.9			
20	Montenegro	6.2				90	Gambia, The	4.9			
21	Cyprus	6.2				91	Paraguay	4.9			
22	Spain	6.2				92	Senegal	4.8			
23	Turkey	6.2				93	Malaysia	4.8			
24	Poland	6.2				94	Qatar	4.7			
25	Canada	6.2				95	Indonesia	4.7			
26	Denmark	6.1				96	Ukraine	4.7			
27	Uruguay	6.1				97	Madagascar	4.7			
28	Luxembourg	6.1				98	Nicaragua	4.7			
29	Egypt	6.1				99	India	4.7			
30	Saudi Arabia	6.1				100	Azerbaijan	4.6			
31	Jordan	6.1				101	Colombia	4.6			
32	Chile	6.1				102	Pakistan	4.6			
33	Syria	6.0				103	Dominican Republic	4.6			
34	Netherlands	6.0				104	Tajikistan	4.6			
35	Lithuania	6.0				105	Morocco	4.5			
36	Italy	6.0				106	Thailand	4.4			
37	Hong Kong SAR	5.9				107	Kyrgyz Republic	4.4			
38	Portugal	5.9				108	Jamaica	4.4			
39	Kuwait	5.9				109	Ghana	4.4			
40	Sri Lanka	5.9				110	Timor-Leste	4.3			
41	Korea, Rep.	5.9				111	Benin	4.2			
42	Japan	5.9				112	Barbados	4.2			
43	Malta	5.9				113	Burkina Faso	3.9			
44	Serbia	5.8				114	Cambodia	3.9			
45	Costa Rica	5.8				115	Nepal	3.9			
46	Macedonia, FYR	5.8				116	Rwanda	3.8			
47	Singapore	5.8				117	Cameroon	3.8			
48	Bahrain	5.7				118	Nigeria	3.7			
49	Taiwan, China	5.7				119	Trinidad and Tobago	3.7			
50	United Arab Emirates	5.7				120	Mauritania	3.7			
51	France	5.7				121	Mali	3.7			
52	Czech Republic	5.6				122	Guyana	3.6			
53	Australia	5.6				123	Côte d'Ivoire	3.6			
54	United Kingdom	5.6				124	Ethiopia	3.4			
55	Armenia	5.5				125	Tanzania	3.4			
56	China	5.5				126	Angola	3.3			
57	Estonia	5.5				127	Kenya	3.3			
58	Romania	5.5				128	Namibia	3.2			
59	Lebanon	5.5				129	Burundi	3.1			
60	Oman	5.4				130	Mozambique	3.1			
61	Guatemala	5.4				131	Zimbabwe	2.9			
62	Russian Federation	5.4				132	Botswana	2.9			
63	Algeria	5.4				133	Chad	2.7			
64	Latvia	5.4				134	Uganda	2.7			
65	Peru	5.3				135	Malawi	2.7			
66	Iran, Islamic Rep.	5.3				136	Zambia	2.7			
67	Mongolia	5.3				137	Lesotho	2.5			
68	Brazil	5.3				138	South Africa	2.5			
69	Puerto Rico	5.3				139	Swaziland	1.6			
70	Georgia	5.3									

SOURCE: World Economic Forum, Executive Opinion Survey 2009, 2010

11.10 Life expectancy

Life expectancy at birth (years) | 2008

RANK	COUNTRY/ECONOMY	SCORE	RANK	COUNTRY/ECONOMY	SCORE
1	Japan	.83	64	Mauritius	.73
2	Australia	.82	64	Romania	.73
2	Iceland	.82	64	Vietnam	.73
2	Italy	.82	74	El Salvador	.72
2	Switzerland	.82	74	Georgia	.72
6	Hong Kong SAR ¹	.82	74	Iran, Islamic Rep.	.72
7	Canada	.81	74	Jamaica	.72
7	France	.81	74	Jordan	.72
7	Israel	.81	74	Lebanon	.72
7	New Zealand	.81	74	Lithuania	.72
7	Norway	.81	74	Morocco	.72
7	Singapore	.81	74	Saudi Arabia	.72
7	Spain	.81	74	Syria	.72
7	Sweden	.81	84	Algeria	.71
15	Austria	.80	84	Cape Verde	.71
15	Belgium	.80	84	Latvia	.71
15	Cyprus	.80	87	Armenia	.70
15	Finland	.80	87	Honduras	.70
15	Germany	.80	87	Philippines	.70
15	Greece	.80	87	Thailand	.70
15	Ireland	.80	87	Trinidad and Tobago	.70
15	Korea, Rep.	.80	92	Egypt	.69
15	Luxembourg	.80	92	Guatemala	.69
15	Malta	.80	92	Moldova	.69
15	Netherlands	.80	92	Sri Lanka	.69
15	United Kingdom	.80	96	Azerbaijan	.68
27	Taiwan, China ³	.79	96	Mongolia	.68
28	Denmark	.79	96	Russian Federation	.68
28	Portugal	.79	96	Ukraine	.68
28	Slovenia	.79	100	Bolivia	.67
31	Chile	.78	100	Indonesia	.67
31	Costa Rica	.78	100	Tajikistan	.67
31	Kuwait	.78	103	Kyrgyz Republic	.66
31	United Arab Emirates	.78	104	Bangladesh	.65
31	United States	.78	104	Guyana	.65
36	Puerto Rico ²	.77	106	India	.64
37	Czech Republic	.77	106	Kazakhstan	.64
38	Argentina	.76	108	Namibia	.63
38	Brunei Darussalam	.76	108	Nepal	.63
38	Croatia	.76	108	Pakistan	.63
38	Mexico	.76	111	Cambodia	.62
38	Panama	.76	111	Ghana	.62
38	Peru	.76	111	Timor-Leste	.62
38	Poland	.76	114	Botswana	.61
38	Qatar	.76	115	Madagascar	.60
46	Bahrain	.75	116	Gambia, The	.59
46	Bosnia and Herzegovina	.75	116	Senegal	.59
46	Colombia	.75	118	Ethiopia	.58
46	Slovak Republic	.75	118	Mauritania	.58
46	Tunisia	.75	118	Rwanda	.58
46	Uruguay	.75	121	Benin	.57
46	Venezuela	.75	122	Côte d'Ivoire	.56
53	Barbados	.74	123	Kenya	.54
53	China	.74	124	Cameroon	.53
53	Estonia	.74	124	Malawi	.53
53	Hungary	.74	124	South Africa	.53
53	Macedonia, FYR	.74	124	Tanzania	.53
53	Montenegro	.74	128	Uganda	.52
53	Nicaragua	.74	129	Burkina Faso	.51
53	Oman	.74	129	Mozambique	.51
53	Paraguay	.74	131	Burundi	.50
53	Serbia	.74	132	Mali	.49
53	Turkey	.74	132	Nigeria	.49
64	Albania	.73	134	Swaziland	.48
64	Brazil	.73	134	Zambia	.48
64	Bulgaria	.73	136	Lesotho	.47
64	Dominican Republic	.73	137	Angola	.46
64	Ecuador	.73	137	Chad	.46
64	Libya	.73	139	Zimbabwe	.42
64	Malaysia	.73			

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	RANK	COUNTRY/ECONOMY	SCORE
1	Lebanon	31.2	71	Mali ²	4.7
2	Barbados	30.0	72	Rwanda	4.7
3	Albania	27.8	73	Denmark	4.7
4	Cape Verde	27.0	74	Zimbabwe ¹	4.6
5	Montenegro	17.1	75	Madagascar	4.6
6	Mauritius	17.1	76	Benin ²	4.5
7	Jamaica	16.9	77	Vietnam	4.5
8	Malta	15.9	78	Norway	4.5
9	Kyrgyz Republic	15.8	79	Slovak Republic	4.4
10	Jordan	15.8	80	Australia	4.3
11	Hong Kong SAR	15.4	81	Serbia	4.2
12	Luxembourg	14.9	82	Netherlands	4.1
13	Croatia	14.6	83	Mozambique	4.1
14	Cyprus	14.5	84	Turkey	4.1
15	Singapore	13.7	85	South Africa	4.0
16	Cambodia	11.8	86	Taiwan, China	3.9
17	Bulgaria	11.6	87	Poland	3.8
18	Malaysia	11.5	88	Swaziland	3.7
19	Mongolia	10.6	89	United Kingdom	3.7
20	Timor-Leste	10.4	90	Guatemala	3.6
21	Ghana	10.1	91	Germany	3.5
22	Tanzania	9.5	92	Iran, Islamic Rep.	3.4
23	Dominican Republic	9.5	93	Israel	3.4
24	Gambia, The ²	9.4	94	Macedonia, FYR	3.4
25	Iceland	9.3	95	Oman	3.4
26	Estonia	8.8	96	Lesotho	3.3
27	Morocco	8.4	97	France	3.3
28	Nicaragua	8.0	98	Bolivia	3.3
29	Slovenia	7.9	99	Italy	3.2
30	United Arab Emirates	7.9	100	Kenya	3.1
31	Austria	7.9	101	Finland	3.0
32	Kuwait	7.8	102	Philippines	3.0
33	Armenia	7.7	103	Canada	2.8
34	Moldova	7.6	104	Nigeria	2.8
35	Thailand	7.6	105	Argentina	2.7
36	Syria ²	7.5	106	Korea, Rep.	2.7
37	Costa Rica	7.4	107	Libya	2.7
38	Bahrain	7.4	108	Cameroon	2.6
39	Tunisia	7.3	109	Malawi	2.6
40	Panama	7.3	110	Peru	2.5
41	Puerto Rico	7.3	111	Russian Federation	2.4
42	Hungary	7.1	112	Trinidad and Tobago ²	2.4
43	Egypt	7.1	113	El Salvador	2.4
44	Brunei Darussalam	7.0	114	Ecuador	2.2
45	Saudi Arabia	6.6	115	Indonesia	2.1
46	Honduras	6.4	116	Mexico	2.1
47	Nepal	6.2	117	Côte d'Ivoire	2.0
48	Ireland	6.1	118	Chile	2.0
49	Georgia	6.1	119	Kazakhstan	1.9
50	New Zealand	6.0	120	Sri Lanka	1.8
51	Lithuania	6.0	121	Azerbaijan	1.7
52	Ukraine	5.9	122	China	1.7
53	Belgium	5.9	123	Romania	1.7
54	Latvia	5.9	124	India	1.7
55	Portugal	5.8	125	Colombia	1.6
56	Senegal ²	5.6	126	Burkina Faso ²	1.5
57	Botswana	5.6	127	Ethiopia	1.4
58	Czech Republic	5.5	128	Paraguay	1.4
59	Sweden	5.5	129	United States	1.2
60	Greece	5.4	130	Zambia	1.1
61	Guyana ²	5.4	131	Brazil	1.0
62	Uganda	5.4	132	Angola	0.9
63	Bosnia and Herzegovina	5.3	133	Venezuela	0.7
64	Chad ¹	5.3	134	Japan	0.7
65	Namibia	5.3	135	Qatar	0.7
66	Uruguay	5.2	136	Pakistan	0.6
67	Mauritania ¹	5.1	137	Algeria	0.6
68	Switzerland	5.0	138	Bangladesh	0.3
69	Burundi	4.8	139	Tajikistan	0.2
70	Spain	4.8			

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	MEAN: 6.2	7
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	MEAN: 5.3	7	RANK	COUNTRY/ECONOMY	SCORE	1	MEAN: 5.3	7
1	France	6.7				71	Mali	5.4			
2	New Zealand	6.6				72	Luxembourg	5.4			
3	Lebanon	6.6				73	Gambia, The	5.4			
4	Austria	6.5				74	Italy	5.3			
5	Turkey	6.4				75	Georgia	5.3			
6	Costa Rica	6.4				76	Germany	5.3			
7	Spain	6.4				77	Malawi	5.3			
8	South Africa	6.2				78	Sweden	5.3			
9	Tunisia	6.2				79	United Kingdom	5.2			
10	Puerto Rico	6.1				80	Zimbabwe	5.2			
11	Syria	6.1				81	Korea, Rep.	5.2			
12	Israel	6.1				82	Uganda	5.2			
13	United Arab Emirates	6.1				83	Vietnam	5.2			
14	Argentina	6.1				84	Finland	5.2			
15	Switzerland	6.1				85	Rwanda	5.2			
16	Mauritius	6.1				86	Ethiopia	5.2			
17	Thailand	6.0				87	Botswana	5.2			
18	Iceland	6.0				88	Netherlands	5.1			
19	Barbados	6.0				89	Slovenia	5.1			
20	Uruguay	6.0				90	Mauritania	5.1			
21	Egypt	6.0				91	Côte d'Ivoire	5.1			
22	Ireland	6.0				92	India	5.1			
23	Canada	5.9				93	Indonesia	5.1			
24	Morocco	5.9				94	Slovak Republic	5.1			
25	Guatemala	5.9				95	Kyrgyz Republic	5.1			
26	Portugal	5.9				96	Belgium	5.1			
27	Senegal	5.9				97	Lesotho	5.0			
28	Peru	5.9				98	Zambia	5.0			
29	Cyprus	5.9				99	Lithuania	5.0			
30	Macedonia, FYR	5.8				100	Mozambique	5.0			
31	Panama	5.8				101	El Salvador	4.9			
32	Namibia	5.8				102	Bahrain	4.9			
33	Jamaica	5.8				103	Iran, Islamic Rep.	4.9			
34	Chile	5.7				104	Trinidad and Tobago	4.9			
35	Jordan	5.7				105	China	4.8			
36	Hong Kong SAR	5.7				106	Burundi	4.8			
37	Australia	5.7				107	Libya	4.8			
38	Malaysia	5.7				108	Algeria	4.8			
39	Mexico	5.7				109	Cape Verde	4.8			
40	Philippines	5.7				110	Norway	4.8			
41	Romania	5.7				111	Latvia	4.7			
42	Estonia	5.7				112	Saudi Arabia	4.6			
43	United States	5.6				113	Tajikistan	4.6			
44	Malta	5.6				114	Brunei Darussalam	4.6			
45	Albania	5.6				115	Guyana	4.6			
46	Singapore	5.6				116	Bulgaria	4.5			
47	Bosnia and Herzegovina	5.6				117	Ukraine	4.5			
48	Montenegro	5.6				118	Bangladesh	4.5			
49	Oman	5.6				119	Croatia	4.5			
50	Benin	5.6				120	Japan	4.5			
51	Madagascar	5.6				121	Nigeria	4.5			
52	Swaziland	5.6				122	Kazakhstan	4.5			
53	Greece	5.6				123	Ghana	4.4			
54	Colombia	5.5				124	Tanzania	4.4			
55	Burkina Faso	5.5				125	Poland	4.4			
56	Sri Lanka	5.5				126	Bolivia	4.4			
57	Taiwan, China	5.5				127	Denmark	4.4			
58	Qatar	5.5				128	Nicaragua	4.4			
59	Kenya	5.5				129	Hungary	4.3			
60	Ecuador	5.5				130	Czech Republic	4.3			
61	Armenia	5.5				131	Moldova	4.3			
62	Cameroon	5.5				132	Russian Federation	4.2			
63	Honduras	5.5				133	Timor-Leste	4.1			
64	Mongolia	5.5				134	Pakistan	4.1			
65	Serbia	5.5				135	Venezuela	4.0			
66	Dominican Republic	5.5				136	Paraguay	4.0			
67	Nepal	5.4				137	Chad	3.9			
68	Azerbaijan	5.4				138	Kuwait	3.7			
69	Brazil	5.4				139	Angola	2.6			
70	Cambodia	5.4									

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	RANK	COUNTRY/ECONOMY	SCORE
1	Australia	15	43	Tunisia	1
2	United States	13	43	Ukraine	1
3	China	12	43	Venezuela	1
4	Canada	9	43	Zambia	1
4	Russian Federation	9	75	Albania	0
6	Brazil	7	75	Angola	0
7	India	5	75	Armenia	0
7	Spain	5	75	Austria	0
7	United Kingdom	5	75	Azerbaijan	0
10	Argentina	4	75	Bahrain	0
10	France	4	75	Barbados	0
10	Indonesia	4	75	Belgium	0
10	Mexico	4	75	Benin	0
10	Peru	4	75	Bosnia and Herzegovina	0
10	South Africa	4	75	Botswana	0
10	Tanzania	4	75	Brunei Darussalam	0
17	Costa Rica	3	75	Burkina Faso	0
17	Côte d'Ivoire	3	75	Burundi	0
17	Italy	3	75	Cambodia	0
17	Japan	3	75	Cape Verde	0
17	New Zealand	3	75	Chad	0
17	Panama	3	75	Chile	0
17	Switzerland	3	75	Cyprus	0
24	Bulgaria	2	75	Czech Republic	0
24	Colombia	2	75	Dominican Republic	0
24	Ecuador	2	75	El Salvador	0
24	Germany	2	75	Estonia	0
24	Greece	2	75	Gambia, The	0
24	Kenya	2	75	Georgia	0
24	Madagascar	2	75	Ghana	0
24	Malaysia	2	75	Guyana	0
24	Nepal	2	75	Hong Kong SAR	0
24	Philippines	2	75	Iran, Islamic Rep.	0
24	Senegal	2	75	Ireland	0
24	Slovak Republic	2	75	Israel	0
24	Sri Lanka	2	75	Jamaica	0
24	Sweden	2	75	Jordan	0
24	Thailand	2	75	Kuwait	0
24	Turkey	2	75	Kyrgyz Republic	0
24	Uganda	2	75	Latvia	0
24	Vietnam	2	75	Lebanon	0
24	Zimbabwe	2	75	Lesotho	0
43	Algeria	1	75	Libya	0
43	Bangladesh	1	75	Lithuania	0
43	Bolivia	1	75	Luxembourg	0
43	Cameroon	1	75	Malta	0
43	Croatia	1	75	Mauritius	0
43	Denmark	1	75	Moldova	0
43	Egypt	1	75	Morocco	0
43	Ethiopia	1	75	Mozambique	0
43	Finland	1	75	Namibia	0
43	Guatemala	1	75	Nicaragua	0
43	Honduras	1	75	Nigeria	0
43	Hungary	1	75	Pakistan	0
43	Iceland	1	75	Paraguay	0
43	Kazakhstan	1	75	Puerto Rico	0
43	Korea, Rep.	1	75	Qatar	0
43	Macedonia, FYR	1	75	Rwanda	0
43	Malawi	1	75	Saudi Arabia	0
43	Mali	1	75	Serbia	0
43	Mauritania	1	75	Singapore	0
43	Mongolia	1	75	Swaziland	0
43	Montenegro	1	75	Syria	0
43	Netherlands	1	75	Taiwan, China	0
43	Norway	1	75	Tajikistan	0
43	Oman	1	75	Timor-Leste	0
43	Poland	1	75	Trinidad and Tobago	0
43	Portugal	1	75	United Arab Emirates	0
43	Romania	1	75	Uruguay	0
43	Slovenia	1			

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	RANK	COUNTRY/ECONOMY	SCORE
1	Venezuela.....	50.2	71	Cameroon.....	9.0
2	Hong Kong SAR.....	41.8	72	Bulgaria.....	8.7
3	Germany.....	40.2	73	Greece.....	8.6
4	Zambia.....	36.0	74	Finland.....	8.5
5	Nicaragua.....	33.5	75	Albania.....	8.4
6	Botswana.....	30.9	76	Armenia.....	8.0
7	Saudi Arabia.....	30.0	77	Romania.....	7.7
8	Guatemala.....	29.5	78	Spain.....	7.6
9	Brunei Darussalam.....	28.4	79	Jamaica.....	7.3
10	Zimbabwe.....	28.0	80	Azerbaijan.....	7.1
11	Brazil.....	27.8	81	Kyrgyz Republic.....	6.9
12	Tanzania.....	27.0	82	Iran, Islamic Rep.....	6.8
13	Dominican Republic.....	24.0	83	South Africa.....	6.8
14	Benin.....	23.8	84	Canada.....	6.6
15	Slovak Republic.....	23.5	85	Indonesia.....	6.4
16	Senegal.....	23.5	86	Timor-Leste.....	6.4
17	Austria.....	22.9	87	Algeria.....	6.2
18	Switzerland.....	22.8	88	Egypt.....	6.1
19	Cambodia.....	22.2	89	Taiwan, China.....	6.0
20	Estonia.....	22.1	90	Serbia.....	6.0
21	Côte d'Ivoire.....	21.8	91	Iceland.....	5.7
22	Poland.....	21.3	92	Paraguay.....	5.4
23	Luxembourg.....	19.8	93	Argentina.....	5.2
24	Colombia.....	19.5	94	Croatia.....	5.2
25	Ethiopia.....	18.4	95	India.....	5.1
26	New Zealand.....	18.3	96	Hungary.....	5.1
27	Bolivia.....	18.2	97	Guyana.....	4.9
28	Costa Rica.....	17.7	98	Vietnam.....	4.9
29	Nepal.....	17.0	99	Burundi.....	4.8
30	Thailand.....	16.9	100	Macedonia, FYR.....	4.8
31	United Kingdom.....	16.6	101	Cyprus.....	4.7
32	Latvia.....	16.2	102	United Arab Emirates.....	4.7
33	China.....	16.1	103	Puerto Rico.....	4.4
34	Israel.....	15.9	104	Lithuania.....	4.4
35	United States.....	15.7	105	Denmark.....	4.4
36	Ecuador.....	15.3	106	Portugal.....	4.2
37	Czech Republic.....	15.1	107	Tajikistan.....	4.1
38	Malawi.....	15.0	108	Ukraine.....	3.6
39	Netherlands.....	14.9	109	Singapore.....	3.5
40	Mozambique.....	14.8	110	Korea, Rep.....	3.5
41	Malaysia.....	14.5	111	Georgia.....	3.4
42	Sri Lanka.....	14.5	112	Philippines.....	3.3
43	Namibia.....	13.9	113	Swaziland.....	3.0
44	Burkina Faso.....	13.9	114	Kazakhstan.....	2.5
45	Honduras.....	13.9	115	Cape Verde.....	2.5
46	France.....	13.7	116	Mali.....	2.4
47	Mongolia.....	13.4	117	Madagascar.....	2.4
48	Ghana.....	13.3	118	Turkey.....	1.9
49	Chile.....	13.2	119	Malta.....	1.7
50	Peru.....	13.1	120	Morocco.....	1.5
51	Nigeria.....	12.6	121	Bangladesh.....	1.5
52	Australia.....	12.4	122	El Salvador.....	1.4
53	Italy.....	12.2	123	Moldova.....	1.4
54	Angola.....	12.1	124	Gambia, The.....	1.3
55	Slovenia.....	12.0	125	Tunisia.....	1.3
56	Mexico.....	11.8	126	Mauritania.....	1.1
57	Kenya.....	11.6	127	Kuwait.....	1.1
58	Panama.....	11.5	128	Belgium.....	0.8
59	Montenegro.....	11.5	129	Bahrain.....	0.7
60	Japan.....	10.8	130	Mauritius.....	0.7
61	Norway.....	10.7	131	Ireland.....	0.7
62	Sweden.....	10.4	132	Syria.....	0.6
63	Pakistan.....	10.0	133	Bosnia and Herzegovina.....	0.6
64	Rwanda.....	10.0	134	Qatar.....	0.5
65	Uganda.....	9.7	135	Lesotho.....	0.5
66	Trinidad and Tobago.....	9.6	136	Lebanon.....	0.4
67	Jordan.....	9.4	137	Uruguay.....	0.2
68	Chad.....	9.4	138	Libya.....	0.1
69	Oman.....	9.3	139	Barbados.....	0.1
70	Russian Federation.....	9.0			

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	MEAN: 4.4	7	RANK	COUNTRY/ECONOMY	SCORE	1	MEAN: 4.4	7
1	Sweden	6.8				71	Mozambique	4.2			
2	Austria	6.7				72	Syria	4.2			
3	New Zealand	6.6				73	Czech Republic	4.2			
4	Finland	6.5				74	Bolivia	4.2			
5	Switzerland	6.5				75	Ghana	4.2			
6	Iceland	6.4				76	Thailand	4.2			
7	Norway	6.4				77	Jordan	4.2			
8	Canada	6.3				78	Bahrain	4.1			
9	Namibia	6.2				79	Ethiopia	4.1			
10	Germany	6.0				80	Chile	4.1			
11	Denmark	5.9				81	Hungary	4.1			
12	Ireland	5.9				82	Italy	4.1			
13	Oman	5.9				83	Cameroon	4.1			
14	Luxembourg	5.9				84	Nepal	4.0			
15	Australia	5.8				85	Cambodia	4.0			
16	Slovenia	5.6				86	Kenya	4.0			
17	Japan	5.6				87	Timor-Leste	4.0			
18	Rwanda	5.6				88	Azerbaijan	4.0			
19	Croatia	5.5				89	Colombia	3.9			
20	Brunei Darussalam	5.5				90	Turkey	3.9			
21	Singapore	5.5				91	Korea, Rep.	3.9			
22	Uruguay	5.4				92	Cape Verde	3.9			
23	Iran, Islamic Rep.	5.4				93	Philippines	3.8			
24	Estonia	5.3				94	Morocco	3.8			
25	Costa Rica	5.3				95	Moldova	3.8			
26	South Africa	5.3				96	Honduras	3.8			
27	Botswana	5.3				97	India	3.7			
28	Montenegro	5.3				98	Nigeria	3.7			
29	France	5.2				99	Albania	3.7			
30	Sri Lanka	5.1				100	Indonesia	3.7			
31	United States	5.1				101	Libya	3.7			
32	Swaziland	5.1				102	Argentina	3.7			
33	Portugal	5.1				103	China	3.7			
34	Netherlands	5.1				104	Romania	3.7			
35	Qatar	5.0				105	Guatemala	3.7			
36	Guyana	5.0				106	Hong Kong SAR	3.6			
37	Latvia	5.0				107	Algeria	3.6			
38	Tunisia	5.0				108	Lesotho	3.6			
39	Kyrgyz Republic	4.9				109	Ecuador	3.6			
40	Barbados	4.9				110	Serbia	3.5			
41	Greece	4.9				111	Mauritania	3.5			
42	Malaysia	4.9				112	Malta	3.5			
43	Puerto Rico	4.9				113	Bangladesh	3.5			
44	Brazil	4.9				114	Pakistan	3.5			
45	Bosnia and Herzegovina	4.8				115	Nicaragua	3.5			
46	Lithuania	4.8				116	Venezuela	3.4			
47	United Kingdom	4.8				117	Bulgaria	3.4			
48	Zimbabwe	4.8				118	Russian Federation	3.4			
49	Mauritius	4.7				119	Peru	3.4			
50	Uganda	4.7				120	Mexico	3.4			
51	Zambia	4.7				121	Paraguay	3.4			
52	Gambia, The	4.7				122	Kuwait	3.3			
53	Saudi Arabia	4.7				123	Dominican Republic	3.3			
54	Belgium	4.7				124	Benin	3.2			
55	Malawi	4.7				125	Angola	3.2			
56	Cyprus	4.6				126	Kazakhstan	3.2			
57	Jamaica	4.6				127	Armenia	3.1			
58	United Arab Emirates	4.6				128	Madagascar	3.1			
59	Spain	4.5				129	Mongolia	3.1			
60	Egypt	4.5				130	Burkina Faso	3.1			
61	Slovak Republic	4.5				131	Lebanon	3.0			
62	Tajikistan	4.5				132	Vietnam	3.0			
63	Taiwan, China	4.5				133	Ukraine	3.0			
64	Panama	4.4				134	Senegal	3.0			
65	Georgia	4.4				135	Chad	2.9			
66	Macedonia, FYR	4.4				136	Mali	2.8			
67	Poland	4.4				137	Burundi	2.7			
68	Trinidad and Tobago	4.3				138	El Salvador	2.7			
69	Israel	4.3				139	Côte d'Ivoire	2.1			
70	Tanzania	4.2									

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	RANK	COUNTRY/ECONOMY	SCORE
1	Brazil	3,172.0	71	Italy	508.0
2	Colombia	2,962.0	72	Israel	501.0
3	Peru	2,712.0	73	Egypt	493.0
4	Indonesia	2,605.0	74	Mongolia	485.0
5	Ecuador	2,428.0	75	Morocco	481.0
6	China	2,115.0	76	Greece	474.0
7	Venezuela	2,022.0	77	Azerbaijan	463.0
8	Bolivia	2,015.0	78	Saudi Arabia	461.0
9	Mexico	1,943.0	79	Korea, Rep.	459.0
10	India	1,834.0	80	Singapore	454.0
11	United States	1,601.0	81	Ukraine	449.0
12	Tanzania	1,588.0	82	Bulgaria	446.0
13	Argentina	1,509.0	83	Romania	439.0
14	Kenya	1,496.0	84	Germany	436.0
15	Cameroon	1,402.0	85	Algeria	434.0
16	Uganda	1,373.0	86	Portugal	420.0
17	Thailand	1,370.0	87	Croatia	419.0
18	Panama	1,356.0	88	Macedonia, FYR	417.0
19	Angola	1,281.0	89	Austria	415.0
20	Costa Rica	1,271.0	89	Jordan	415.0
21	Australia	1,266.0	91	Serbia	408.0
22	Vietnam	1,261.0	92	Oman	406.0
23	Malaysia	1,253.0	93	Slovak Republic	401.0
24	Nigeria	1,238.0	94	Kyrgyz Republic	399.0
25	South Africa	1,178.0	94	Tunisia	399.0
26	Guyana	1,151.0	96	Poland	398.0
27	Ethiopia	1,139.0	97	Montenegro	397.0
28	Guatemala	1,059.0	98	Slovenia	396.0
29	Zambia	1,049.0	99	Georgia	395.0
30	Nepal	1,040.0	100	Switzerland	394.0
31	Honduras	1,031.0	101	Albania	393.0
32	Côte d'Ivoire	1,013.0	102	Armenia	391.0
33	Ghana	1,005.0	102	Tajikistan	391.0
34	Mozambique	972.0	104	Czech Republic	389.0
35	Russian Federation	943.0	105	Syria	387.0
36	Nicaragua	936.0	106	Hungary	384.0
37	Paraguay	926.0	107	Bosnia and Herzegovina	376.0
38	Malawi	901.0	108	Netherlands	366.0
39	Zimbabwe	891.0	109	Sweden	365.0
40	Philippines	861.0	110	Denmark	358.0
41	Rwanda	847.0	111	Libya	356.0
42	Namibia	843.0	112	Belgium	352.0
43	Pakistan	820.0	113	Lebanon	350.0
44	Canada	791.0	113	United Kingdom	350.0
45	Bangladesh	771.0	115	Latvia	345.0
46	Senegal	766.0	116	Norway	341.0
47	Burundi	734.0	117	United Arab Emirates	336.0
48	Botswana	728.0	118	Dominican Republic	334.0
49	Mali	722.0	119	Finland	332.0
50	Cambodia	717.0	120	Puerto Rico	331.0
51	Madagascar	715.0	121	Estonia	326.0
52	Benin	691.0	122	Lesotho	325.0
53	El Salvador	684.0	123	Lithuania	319.0
54	Iran, Islamic Rep.	680.0	124	Moldova	315.0
55	Chad	658.0	125	Cyprus	311.0
56	Japan	648.0	126	Timor-Leste	296.0
57	Chile	646.0	127	Kuwait	289.0
58	Swaziland	629.0	128	New Zealand	271.0
59	Kazakhstan	606.0	129	Hong Kong SAR	267.0
60	Gambia, The	602.0	130	Ireland	265.0
61	Burkina Faso	597.0	131	Jamaica	253.0
62	Brunei Darussalam	595.0	132	Luxembourg	251.0
63	Mauritania	578.0	133	Barbados	247.0
64	Sri Lanka	575.0	134	Bahrain	237.0
65	Trinidad and Tobago	573.0	135	Qatar	236.0
65	Turkey	573.0	136	Malta	234.0
67	Uruguay	547.0	137	Iceland	133.0
68	Spain	534.0	138	Cape Verde	114.0
69	France	513.0	139	Mauritius	86.0
70	Taiwan, China	509.0			

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	RANK	COUNTRY/ECONOMY	SCORE
1	China	63	62	Tanzania	4
2	Spain	49	62	Zimbabwe	4
3	Italy	45	73	Albania	3
4	France	41	73	Bangladesh	3
5	Mexico	33	73	Denmark	3
6	Germany	32	73	Dominican Republic	3
6	India	32	73	Ecuador	3
8	Japan	29	73	Gambia, The	3
9	United Kingdom	24	73	Honduras	3
10	Iran, Islamic Rep.	20	73	Kenya	3
10	Korea, Rep.	20	73	Kyrgyz Republic	3
12	Greece	18	73	Malta	3
13	Belgium	17	73	Mozambique	3
13	Russian Federation	17	73	Nicaragua	3
13	Turkey	17	73	Saudi Arabia	3
16	Croatia	15	73	Thailand	3
16	Czech Republic	15	73	Ukraine	3
18	Peru	14	73	Uruguay	3
19	Brazil	13	89	Benin	2
19	Poland	13	89	Bosnia and Herzegovina	2
19	Sweden	13	89	Ghana	2
22	Portugal	12	89	Ireland	2
23	Morocco	11	89	Kazakhstan	2
24	Colombia	10	89	Luxembourg	2
25	Bulgaria	9	89	Madagascar	2
25	Mongolia	9	89	Malaysia	2
25	United States	9	89	Mauritius	2
25	Vietnam	9	89	Nepal	2
29	Algeria	8	89	Panama	2
29	Austria	8	89	Tajikistan	2
29	Bolivia	8	89	Uganda	2
29	Hungary	8	89	Venezuela	2
29	Indonesia	8	89	Zambia	2
29	Mali	8	104	Bahrain	1
29	Netherlands	8	104	Botswana	1
29	Pakistan	8	104	Burkina Faso	1
29	Romania	8	104	Cape Verde	1
38	Australia	7	104	Costa Rica	1
38	Egypt	7	104	Côte d'Ivoire	1
38	Ethiopia	7	104	El Salvador	1
38	Lithuania	7	104	Iceland	1
38	Switzerland	7	104	Jamaica	1
38	Tunisia	7	104	Macedonia, FYR	1
44	Azerbaijan	6	104	Mauritania	1
44	Canada	6	104	Moldova	1
44	Chile	6	104	Montenegro	1
44	Finland	6	104	Namibia	1
44	Guatemala	6	104	New Zealand	1
44	Israel	6	104	Paraguay	1
44	Norway	6	104	Qatar	1
44	Slovak Republic	6	104	United Arab Emirates	1
44	Sri Lanka	6	122	Angola	0
53	Argentina	5	122	Barbados	0
53	Estonia	5	122	Brunei Darussalam	0
53	Lebanon	5	122	Burundi	0
53	Libya	5	122	Cameroon	0
53	Nigeria	5	122	Chad	0
53	Oman	5	122	Guyana	0
53	Philippines	5	122	Hong Kong SAR	0
53	South Africa	5	122	Kuwait	0
53	Syria	5	122	Lesotho	0
62	Armenia	4	122	Puerto Rico	0
62	Cambodia	4	122	Rwanda	0
62	Cyprus	4	122	Singapore	0
62	Georgia	4	122	Slovenia	0
62	Jordan	4	122	Swaziland	0
62	Latvia	4	122	Taiwan, China	0
62	Malawi	4	122	Timor-Leste	0
62	Senegal	4	122	Trinidad and Tobago	0
62	Serbia	4			

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

RANK	COUNTRY/ECONOMY	SCORE
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	RANK	COUNTRY/ECONOMY	SCORE
1	United States	627.7	71	Ghana	12.7
2	Germany	477.7	71	Guatemala	12.7
3	Spain	370.0	73	Luxembourg	12.0
4	United Kingdom	364.7	74	Nigeria	11.7
5	France	359.3	74	Paraguay	11.7
6	Italy	350.0	76	Ukraine	11.0
7	Japan	267.7	77	Bolivia	9.3
8	Brazil	257.0	77	Senegal	9.3
8	China	257.0	77	Sri Lanka	9.3
10	Canada	243.3	80	Uganda	8.3
11	Netherlands	241.3	81	El Salvador	7.7
12	Austria	230.3	82	Ethiopia	7.0
13	Switzerland	207.7	83	Honduras	6.0
14	Australia	192.7	83	Iran, Islamic Rep.	6.0
15	Portugal	184.3	85	Cameroon	5.7
16	Sweden	174.0	85	Qatar	5.7
17	Korea, Rep.	169.0	87	Burkina Faso	5.3
18	Belgium	146.3	88	Mozambique	5.0
19	Greece	143.7	88	Pakistan	5.0
20	Finland	135.7	90	Bosnia and Herzegovina	4.7
21	Argentina	133.7	90	Jordan	4.7
22	Denmark	132.3	92	Rwanda	4.3
23	Singapore	129.0	92	Trinidad and Tobago	4.3
24	Mexico	127.7	94	Algeria	4.0
25	Hungary	119.0	95	Bahrain	3.7
26	Turkey	117.3	95	Barbados	3.7
27	Norway	115.0	95	Macedonia, FYR	3.7
28	Poland	113.0	95	Nepal	3.7
29	Czech Republic	109.3	99	Bangladesh	3.3
30	Thailand	106.0	99	Cambodia	3.3
31	India	100.7	99	Jamaica	3.3
32	Malaysia	100.0	99	Kazakhstan	3.3
33	Taiwan, China	95.0	99	Zambia	3.3
34	Ireland	92.0	104	Brunei Darussalam	3.0
35	South Africa	87.3	104	Mongolia	3.0
36	Chile	75.7	106	Angola	2.7
37	Hong Kong SAR	71.7	106	Botswana	2.7
38	Colombia	62.0	106	Kuwait	2.7
39	Russian Federation	50.0	106	Mauritius	2.7
39	Slovenia	50.0	106	Nicaragua	2.7
41	Croatia	46.7	106	Oman	2.7
42	Uruguay	42.3	112	Lebanon	2.3
43	Indonesia	41.0	112	Namibia	2.3
44	Estonia	39.7	114	Azerbaijan	2.0
45	Peru	38.0	114	Benin	2.0
46	New Zealand	35.7	114	Côte d'Ivoire	2.0
47	Philippines	35.3	114	Georgia	2.0
48	Romania	35.0	114	Malawi	2.0
49	United Arab Emirates	33.0	114	Mali	2.0
50	Lithuania	32.3	120	Albania	1.7
51	Egypt	30.0	120	Armenia	1.7
52	Vietnam	29.7	122	Gambia, The	1.3
53	Iceland	26.7	122	Montenegro	1.3
54	Ecuador	26.0	122	Swaziland	1.3
55	Latvia	24.7	125	Guyana	1.0
56	Morocco	24.0	125	Libya	1.0
57	Bulgaria	22.3	125	Moldova	1.0
57	Serbia	22.3	125	Syria	1.0
59	Cyprus	20.3	129	Lesotho	0.7
60	Malta	20.0	129	Saudi Arabia	0.7
61	Slovak Republic	19.3	129	Zimbabwe	0.7
62	Costa Rica	19.0	132	Burundi	0.3
62	Venezuela	19.0	132	Cape Verde	0.3
64	Panama	18.3	132	Tajikistan	0.3
65	Israel	17.3	135	Madagascar	0.0
66	Kenya	16.7	135	Mauritania	0.0
67	Tunisia	15.0	n/a	Chad	n/a
68	Dominican Republic	14.3	n/a	Kyrgyz Republic	n/a
69	Puerto Rico	13.3	n/a	Timor-Leste	n/a
69	Tanzania	13.3			

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	RANK	COUNTRY/ECONOMY	SCORE
1	China	20.8	71	Malta	0.0
2	United States	8.6	72	Bosnia and Herzegovina	0.0
3	Germany	8.5	73	Costa Rica	0.0
4	Hong Kong SAR	8.2	74	Guatemala	0.0
5	Italy	6.8	75	El Salvador	0.0
6	United Kingdom	4.9	76	Bolivia	0.0
7	France	4.2	77	Mauritius	0.0
8	Netherlands	2.6	78	Moldova ³	0.0
9	Switzerland	2.4	79	Tanzania	0.0
10	India	2.3	80	Zimbabwe	0.0
11	Belgium	2.3	81	Kuwait ⁴	0.0
12	Canada	2.3	82	Kenya	0.0
13	Japan	1.7	83	Uruguay	0.0
14	Austria	1.6	84	Madagascar	0.0
15	Spain	1.5	85	Ecuador	0.0
16	Turkey	1.3	86	Macedonia, FYR ³	0.0
17	Poland	1.3	87	Oman	0.0
18	Mexico	1.3	88	Bahrain ⁴	0.0
19	Thailand	1.2	89	Namibia	0.0
20	Singapore	1.2	90	Albania	0.0
21	Sweden	1.2	91	Cyprus	0.0
22	Czech Republic	1.2	92	Armenia	0.0
23	United Arab Emirates	1.2	93	Barbados	0.0
24	Denmark	1.1	94	Honduras ⁴	0.0
25	Korea, Rep.	1.0	95	Paraguay	0.0
26	Malaysia	0.9	96	Trinidad and Tobago	0.0
27	Taiwan, China	0.8	97	Venezuela	0.0
28	Vietnam	0.8	98	Qatar	0.0
29	Indonesia ³	0.7	99	Côte d'Ivoire	0.0
30	Ireland	0.5	100	Cambodia	0.0
31	Russian Federation	0.4	101	Kazakhstan	0.0
32	Romania	0.4	102	Nicaragua	0.0
33	Pakistan	0.3	103	Azerbaijan	0.0
34	Slovak Republic	0.3	104	Uganda	0.0
35	Portugal	0.3	105	Senegal	0.0
36	Brazil	0.3	106	Malawi	0.0
37	Finland	0.3	107	Panama	0.0
38	Hungary	0.3	108	Mongolia ⁴	0.0
39	Iran, Islamic Rep. ³	0.3	109	Kyrgyz Republic ⁴	0.0
40	Australia	0.3	110	Iceland	0.0
41	Slovenia	0.2	111	Georgia	0.0
42	Greece	0.2	112	Mozambique	0.0
43	Lithuania	0.2	113	Ethiopia	0.0
44	Colombia	0.2	114	Burkina Faso ²	0.0
45	Egypt	0.2	115	Jamaica	0.0
46	Israel	0.1	116	Ghana	0.0
47	Philippines	0.1	117	Algeria	0.0
48	Saudi Arabia ⁴	0.1	118	Zambia	0.0
49	Ukraine	0.1	119	Rwanda	0.0
50	Dominican Republic	0.1	120	Guyana	0.0
51	Norway	0.1	121	Mali	0.0
52	Croatia	0.1	122	Cameroon ³	0.0
53	South Africa	0.1	123	Timor-Leste ²	0.0
54	Estonia	0.1	124	Benin ³	0.0
55	Bulgaria	0.1	125	Cape Verde ⁴	0.0
56	Luxembourg	0.1	126	Gambia, The ²	0.0
57	Argentina	0.1	127	Burundi	0.0
58	Lebanon	0.1	128	Botswana ¹	0.0
59	New Zealand	0.1	128	Brunei Darussalam ³	0.0
60	Syria ⁴	0.1	128	Mauritania ³	0.0
61	Peru	0.1	n/a	Angola	n/a
62	Tunisia	0.1	n/a	Chad	n/a
63	Latvia	0.1	n/a	Lesotho	n/a
64	Chile	0.1	n/a	Libya	n/a
65	Morocco	0.1	n/a	Montenegro	n/a
66	Jordan	0.0	n/a	Puerto Rico	n/a
67	Bangladesh ⁴	0.0	n/a	Serbia	n/a
68	Nigeria	0.0	n/a	Swaziland	n/a
69	Sri Lanka	0.0	n/a	Tajikistan	n/a
70	Nepal ¹	0.0			

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 PM₁₀ micrograms per cubic meter | 2006](#)

According to the World Bank, *particulate matter concentrations* refer to fine suspended particulates less than 10 microns in diameter (PM₁₀) that are able to penetrate deep into the respiratory tract and cause significant health damage. Data for countries are urban population-weighted PM₁₀ 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 Law 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 (WTTTC), a role she assumed in 2008 after working on ad hoc basis for WTTTC 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 WTTTC'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).

Valeria Croce

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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Jessica Jahns is a Manager in the UK Tourism, Hospitality & Leisure group at Deloitte. She leads the Hospitality Vision team, which produces publications, press releases, and presentations, and analyzes trends of the global hotel market. The team works closely with a number of key industry organizations including the World Tourism Organization and various trade journals, providing valuable insight into the ever-changing hospitality industry. With a degree in Hotel Management and 10 years of experience in the hotel industry, Ms Jahns previously worked in the HotelBenchmark team at Deloitte, providing benchmarking solutions for global hotel chains.

John Kester

John Kester is Manager of the Market Trends and Marketing Strategies Programme at the World Tourism Organization (UNWTO, www.unwto.org), a specialized agency of the United Nations, in Madrid, Spain. He started his career in the UNWTO Secretariat in January 1997 and, since August 2006, he has been supervising the team that carries out the activities with regard to short-term and long-term trends in tourism and forecasting, marketing, and promotional techniques as well as competitiveness as formulated in the General Programme of Work of UNWTO. Since its inception in 2003, he has been involved in the development and compilation of the *UNWTO World Tourism Barometer*, a publication aimed at monitoring the short-term evolution of tourism. He has been in charge of the final editing of the various volumes of UNWTO's long-term forecast study *Tourism 2020 Vision* and is currently involved in the forthcoming update of the long-term forecast *Tourism Towards 2030*. On behalf of UNWTO, he has participated in the development of the Travel & Tourism Competitiveness Index of the World Economic Forum since the first *Travel & Tourism Competitiveness Report* in 2007. Mr Kester has given presentations and workshops on subjects related to tourism, trends, data analysis and research, marketing, and competitiveness on several occasions, both at UNWTO headquarters in Madrid, Spain, and in numerous countries around the world. Before joining UNWTO, Mr Kester worked at Statistics Netherlands as a researcher in the field of socio-cultural statistics. Mr Kester graduated in Social Science with a specialization in research methodology and data analysis from the University of Leiden, the Netherlands.

Alex Kyriakidis

Alex Kyriakidis is Global Managing Partner of Tourism, Hospitality & Leisure at Deloitte and is based in Dubai. He has 36 years of experience providing strategic, attesting, financial, and integration services to travel, hospitality, and leisure companies. As the partner in charge of the Global Tourism, Hospitality & Leisure Industry program at Deloitte, Mr Kyriakidis' strengths include an in-depth understanding of the industry trends that impact the performance of the industry. He has advised many of the most prominent travel and hospitality companies on strategy, M&A transactions, and risk management. In addition, Mr Kyriakidis has also served as the Lead Client Service Partner for a number of major Hospitality & Leisure companies in Europe and worldwide, including Dubai Holdings, InterContinental Hotels Group, Marriott International, and Global Hyatt. He has represented the firm in its partnership with the World Economic Forum on Travel & Tourism. Mr Kyriakidis has also led global teams on major M&A transactions, including the sale of InterContinental, Le Meridien, and the sale/manage-back of the InterContinental Hotels Group UK asset portfolio of 75 UK hotels.

Geoffrey Lipman

Geoffrey Lipman is Director of Greenearth.travel and Beyond Tourism, former Assistant Secretary General of the UNWTO, former President of WTTC, and former Executive Director of IATA. He is a Professor at Victoria University, Melbourne, Australia. He is Vice Chair of the World Economic Forum's Global Agenda Council for Aviation, Travel & Tourism. Professor Lipman has lectured around the world and written widely on aviation, tourism, and travel-related issues. He is a creative and out-of-the-box thinker committed to the cause of sustainable mobility and green growth.

Julia Marton-Lefèvre

Julia Marton-Lefèvre is Director General of IUCN (International Union for Conservation of Nature), the world's largest conservation/environment membership organization, which brings together states, government agencies, nongovernmental organizations, scientists, and experts in a unique worldwide partnership. IUCN's mission is to influence, encourage, and assist societies throughout the world to conserve the integrity and diversity of nature and to ensure that any use of natural resources is equitable and ecologically sustainable. Prior to this, Ms Marton-Lefèvre was Rector of the University for Peace (UPEACE), a graduate-level international university mandated by the United Nations, providing education, training, and research on issues related to peace and conflict. Earlier offices held by Ms Marton-Lefèvre include Executive Director of LEAD (Leadership for Environment and Development) International, a program established by the Rockefeller Foundation to bring together and train mid-career leaders from all parts of the world in improving their leadership skills around the issues of sustainable development; and Executive Director of the International Council for Science (ICSU), an important and respected global organization bringing together scientific academies and unions to promote scientific activities for the benefit of humanity. She is a member of a number of boards, councils, and committees for organizations such as the China Council for International Cooperation on Environment and Development (CCICED), an advisory body to the Chinese Government; UPEACE; LEAD International; the Bibliotheca Alexandria; the Geneva-based Graduate Institute of International and Development Studies; Oxford University's James Martin 21st Century School; and the Clinton Global Initiative's Energy and Climate Change Working Group.

Simon Oaten

Simon Oaten is a Director in the Deloitte UK Tourism, Hospitality & Leisure group, with over 10 years of experience advising and supporting hospitality and leisure businesses. He has worked at a senior level with some of the leading players across the industry in the United Kingdom, Europe, and globally. Mr Oaten brings a considerable breadth of experience in the sector across strategy, business planning, market review, economic impact assessment, and financial and commercial due diligence engagements. In the last 24 months, Mr Oaten has worked extensively in the Middle East, North America, and Europe leading large complex strategy and business planning projects.

Brian Pearce

Brian Pearce is Chief Economist of International Air Transport Association (IATA). He is also a Visiting Professor at Cranfield University in the Department of Air Transport. An economist with over 20 years of international experience in several industries, he was formerly Head of Global Economic Research at UBS Warburg and Chief Economist at Ernst & Young. Prior to joining IATA, Mr Pearce was involved in the UK Air Transport White Paper and in the discussion and design of policies to influence aviation's impact on the environment. He also advised on the financial sector's role in promoting good corporate governance and responsibility and directed the initiative launched by the UK Prime Minister at the World Summit on Sustainable Development. Before that he was Head of Global Economic Research at the investment bank SBC Warburg (now UBS), in Tokyo and then London. During this time he published extensively on international financial and economic issues and advised private- and public-sector clients in over 20 countries. As Chief Economist at Ernst & Young's economic forecasting consultancy, the ITEM Club, he worked with the UK Treasury's and other econometric models to analyze public policy and forecast global economic prospects. He has been frequently called on by television, radio, and the press to comment on government economic policy.

Timm Pietsch

Timm Pietsch is a Senior Research Analyst of Booz & Company, based in Düsseldorf, and a member of the company's global transportation group. As such, Dr Pietsch focuses on market assessments, competitive intelligence, and trend analysis on an international basis. His main areas of expertise include Travel & Tourism and passenger and freight transport across aviation, railways, and infrastructure sectors in European and Middle East geographies. Prior to joining Booz & Company in 2005, he worked as a journalist concentrating on passenger rail markets. Dr Pietsch holds an MA and a PhD from Düsseldorf University, Germany.

Jürgen Ringbeck

Jürgen Ringbeck is a Partner and Senior Vice President of Booz & Company (formerly Booz Allen Hamilton), based in Düsseldorf. He is the Head of the Global Travel and Transport Practice. Dr Ringbeck is a well-recognized international senior advisor working with leading industry players such as airlines, tour operators, and railways as well as governments mainly in Europe, the Middle East, and Asia. Since 2002, he has acted as a senior advisor to the World Economic Forum and leads the work of Booz & Company as a strategic partner of the Forum's Aviation, Travel & Tourism group. Dr Ringbeck holds a diploma in Mathematics from the University of Münster, Germany, and he obtained a PhD in Economics from the University of Osnabrück, Germany. Dr Ringbeck started his career as an Assistant/Guest Professor in Management Science at the University of Toronto, Canada, and the University of Osnabrück, Germany. From 1988 until 2001 he worked as a Strategy Consultant/Partner at McKinsey & Company. Dr Ringbeck is the author of numerous publications in the areas of management science, strategy, and operational management, and has received several international awards for his academic work.

Shaun Vorster

Shaun Vorster holds a DPhil degree in Political Science from Stellenbosch University in South Africa. He majored in Economics and Political Science and received both his BA Honours and MA degrees cum laude. Between 2004 and 2009, as Special Adviser to the South African Minister of Environmental Affairs and Tourism, he was actively involved in international climate change negotiations and also followed international environmental governance reform. Since 2009, Dr Vorster has been serving as Special Adviser to the South African Minister of Tourism.

The World Economic Forum would like to thank the following organizations for their invaluable support of this *Report*.



Airbus is a leading aircraft manufacturer with the most modern and comprehensive family of airliners on the market, ranging in capacity from 107 to 525 seats. Over 9,800 Airbus aircraft have been sold to more than 400 customers and operators worldwide and more than 6,400 of these have been delivered since the company first entered the market in the early seventies.

As an eco-efficient enterprise Airbus provides leadership by delivering responsible solutions for a demanding world, so the aviation sector can continue to prosper with less impact on the environment.

Airbus is an EADS company.

BOMBARDIER

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.



Booz & Company is a leading global management consulting firm, helping the world's top businesses, governments, and organizations.

Our founder, Edwin Booz, defined the profession when he established the first management consulting firm in 1914.

Today, with more than 3,300 people in 61 offices around the world, we bring foresight and knowledge, deep functional expertise, and a practical approach to building capabilities and delivering real impact. We work closely with our clients to create and deliver essential advantage.

For our management magazine *strategy+business*, visit www.strategy-business.com.

Visit www.booz.com to learn more about Booz & Company.

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.



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.



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

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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