

# Sri Lanka

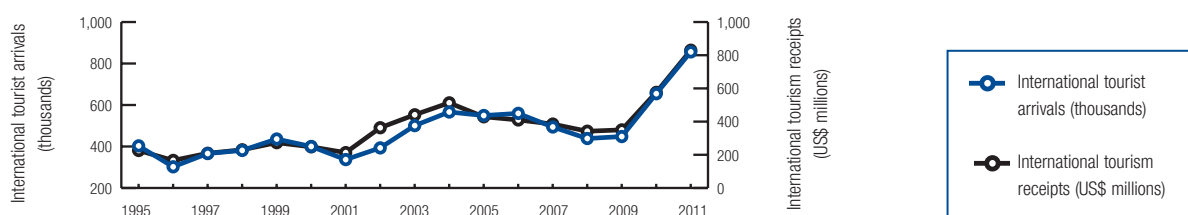
## Key indicators

Population (millions), 2011 .....	21.4
Surface area (1,000 square kilometers), 2011 .....	65.6
Gross domestic product (current US\$ billions), 2011 .....	59.2
Gross domestic product (current PPP, \$) per capita, 2011 .....	5,663.6
Real GDP growth (percent), 2011 .....	8.3
Environmental Performance Index 2012, rank (out of 132 economies), 2011 .....	55

## Travel & Tourism indicators

	Absolute value	Percent of total	T&T industry GDP growth forecast (2013–2022)
<b>T&amp;T industry, 2012 estimates</b>			
T&T industry GDP (US\$ millions).....	2,099.7	3.4	5.7
T&T industry employment (1,000 jobs) .....	237.0	3.0	2.2
<b>T&amp;T economy, 2012 estimates</b>			
T&T economy GDP (US\$ millions) .....	5,202	8.4	5.9
T&T economy employment (1,000 jobs) .....	594	7.5	1.7

International tourist arrivals (thousands), 2011 .....	856.0
International tourism receipts (US\$, millions), 2011 .....	830.0



## The Travel & Tourism Competitiveness Index

	Rank (out of 140)	Score (1–7)
<b>2013 Travel &amp; Tourism Competitiveness Index</b> .....	<b>74</b>	<b>4.0</b>
2011 Travel & Tourism Competitiveness Index.....	81	3.9
2009 Travel & Tourism Competitiveness Index.....	78	3.8
<b>T&amp;T regulatory framework</b> .....	<b>61</b>	<b>4.7</b>
Policy rules and regulations .....	62	4.6
Environmental sustainability .....	119	4.0
Safety and security.....	35	5.3
Health and hygiene.....	83	4.4
Prioritization of Travel & Tourism .....	31	5.1
<b>Business environment and infrastructure</b> .....	<b>86</b>	<b>3.4</b>
Air transport infrastructure .....	88	2.7
Ground transport infrastructure.....	29	4.9
Tourism infrastructure .....	108	2.3
ICT infrastructure.....	116	2.0
Price competitiveness in the T&T industry .....	34	4.9
<b>T&amp;T human, cultural, and natural resources</b> .....	<b>66</b>	<b>3.9</b>
Human resources .....	78	4.8
Education and training.....	51	4.9
Availability of qualified labor.....	112	4.6
Affinity for Travel & Tourism .....	51	4.8
Natural resources .....	42	4.1
Cultural resources.....	86	2.0

Note: For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" on page 83.

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## The Travel & Tourism Competitiveness Index in detail

INDICATOR	SCORE	RANK	INDICATOR	SCORE	RANK
<b>1st pillar: Policy rules and regulations</b> .....	<b>4.6</b> .....	<b>62</b>	<b>8th pillar: Tourism infrastructure</b> .....	<b>2.3</b> .....	<b>108</b>
1.01 Prevalence of foreign ownership .....	5.1 .....	47	8.01 Hotel rooms/100 pop.* .....	0.1 .....	112
1.02 Property rights .....	4.3 .....	63	8.02 Presence of major car rental co. (1-7)* .....	3 .....	97
1.03 Business impact of rules on FDI .....	5.1 .....	35	8.03 ATMs accepting Visa cards/million pop.* .....	106.3 .....	96
1.04 Visa requirements, no. of countries* .....	97.0 .....	34	<b>9th pillar: ICT infrastructure</b> .....	<b>2.0</b> .....	<b>116</b>
1.05 Openness bilateral ASAs (0-38)* .....	8.4 .....	102	9.01 ICT use for B-to-B transactions .....	n/a .....	n/a
1.06 Transparency of government policymaking .....	4.3 .....	64	9.02 ICT use for B-to-C transactions .....	n/a .....	n/a
1.07 No. of days to start a business* .....	7 .....	24	9.03 Individuals using the Internet, %* .....	15.0 .....	106
1.08 Cost to start a business, % GNI/capita* .....	19.1 .....	98	9.04 Fixed telephone lines/100 pop.* .....	17.1 .....	74
1.09 GATS commitment restrictiveness (0-100)* .....	38.6 .....	104	9.05 Broadband Internet subscribers/100 pop.* .....	1.7 .....	97
<b>2nd pillar: Environmental sustainability</b> .....	<b>4.0</b> .....	<b>119</b>	9.06 Mobile telephone subscriptions/100 pop.* .....	87.0 .....	98
2.01 Stringency of environmental regulation.....	3.9 .....	73	9.07 Mobile broadband subscriptions/100 pop.* .....	2.3 .....	100
2.02 Enforcement of environmental regulation .....	3.9 .....	56	<b>10th pillar: Price competitiveness in T&amp;T ind.</b> .....	<b>4.9</b> .....	<b>34</b>
2.03 Sustainability of T&T industry development.....	4.9 .....	39	10.01 Ticket taxes and airport charges (0-100)* .....	56.1 .....	124
2.04 Carbon dioxide emission, million tons/capita* .....	0.6 .....	27	10.02 Purchasing power parity* .....	0.5 .....	32
2.05 Particulate matter concentration, µg/m <sup>3</sup> * .....	70.6 .....	123	10.04 Fuel price, US\$ cents/liter* .....	66.0 .....	20
2.06 Threatened species, %* .....	16.7 .....	133	10.03 Extent and effect of taxation .....	3.8 .....	41
2.07 Environm. treaty ratification (0-25)* .....	19 .....	71	10.05 Hotel price index, US\$* .....	107.2 .....	30
<b>3rd pillar: Safety and security</b> .....	<b>5.3</b> .....	<b>35</b>	<b>11th pillar: Human resources</b> .....	<b>4.8</b> .....	<b>78</b>
3.01 Business costs of crime and violence .....	5.8 .....	23	<i>Education and training</i> .....	4.9 .....	51
3.02 Reliability of police services.....	4.2 .....	72	11.01 Primary education enrollment, net %* .....	94.0 .....	62
3.03 Road traffic accidents/100,000 pop.* .....	13.5 .....	49	11.02 Secondary education enrollment, gross %* .....	87.1 .....	77
3.04 Business costs of terrorism .....	6.2 .....	33	11.03 Quality of the educational system .....	4.4 .....	33
<b>4th pillar: Health and hygiene</b> .....	<b>4.4</b> .....	<b>83</b>	11.04 Local availability specialized research & training... ..	4.3 .....	63
4.01 Physician density/1,000 pop.* .....	0.5 .....	101	11.05 Extent of staff training .....	3.8 .....	79
4.02 Access to improved sanitation, % pop.* .....	92.0 .....	62	<i>Availability of qualified labor</i> .....	4.6 .....	112
4.03 Access to improved drinking water, % pop.* .....	91.0 .....	88	11.06 Hiring and firing practices .....	3.1 .....	124
4.04 Hospital beds/10,000 pop.* .....	31.0 .....	60	11.07 Ease of hiring foreign labor .....	2.8 .....	136
<b>5th pillar: Prioritization of Travel &amp; Tourism</b> .....	<b>5.1</b> .....	<b>31</b>	11.08 HIV prevalence, % adult pop.* .....	0.1 .....	12
5.01 Government prioritization of the T&T industry .....	6.4 .....	11	11.09 Business impact of HIV/AIDS.....	6.3 .....	17
5.02 T&T gov't expenditure, % gov't budget* .....	4.4 .....	44	11.10 Life expectancy, years* .....	74.7 .....	54
5.03 Effectiveness of marketing to attract tourists .....	5.1 .....	41	<b>12th pillar: Affinity for Travel &amp; Tourism</b> .....	<b>4.8</b> .....	<b>51</b>
5.04 Comprehensiveness of T&T data (0-120)* .....	76.0 .....	39	12.01 Tourism openness, % of GDP* .....	2.3 .....	112
5.05 Timeliness of T&T data (0-18)* .....	15.0 .....	63	12.02 Attitude of population toward foreign visitors .....	6.5 .....	25
<b>6th pillar: Air transport infrastructure</b> .....	<b>2.7</b> .....	<b>88</b>	12.03 Extension of business trips recommended .....	6.3 .....	7
6.01 Quality of air transport infrastructure .....	5.0 .....	57	12.04 Degree of customer orientation.....	4.8 .....	50
6.02 Airline seat kms/week, dom., millions* .....	0.1 .....	95	<b>13th pillar: Natural resources</b> .....	<b>4.1</b> .....	<b>42</b>
6.03 Airline seat kms/week, int'l, millions* .....	210.4 .....	56	13.01 No. of World Heritage natural sites* .....	2 .....	25
6.04 Departures/1,000 pop.* .....	0.8 .....	100	13.02 Quality of the natural environment.....	5.3 .....	29
6.05 Airport density/million pop.* .....	0.0 .....	140	13.03 Total known species* .....	598 .....	63
6.06 No. of operating airlines* .....	24.0 .....	72	13.04 Terrestrial biome protection (0-17%)* .....	14.5 .....	40
6.07 International air transport network .....	4.9 .....	64	13.05 Marine protected areas, %* .....	0.1 .....	88
<b>7th pillar: Ground transport infrastructure</b> .....	<b>4.9</b> .....	<b>29</b>	<b>14th pillar: Cultural resources</b> .....	<b>2.0</b> .....	<b>86</b>
7.01 Quality of roads .....	4.6 .....	48	14.01 No. of World Heritage cultural sites* .....	6 .....	45
7.02 Quality of railroad infrastructure .....	3.8 .....	37	14.02 Sports stadiums, seats/million pop.* .....	12,808.5 .....	103
7.03 Quality of port infrastructure.....	4.9 .....	45	14.03 No. of int'l fairs and exhibitions* .....	9.3 .....	80
7.04 Quality of ground transport network .....	4.7 .....	50	14.04 Creative industries exports, % of world total* .....	0.0 .....	66
7.05 Road density/million pop.* .....	148.0 .....	23			