

# How to Read the Country/Economy Profiles

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

## Left-hand page

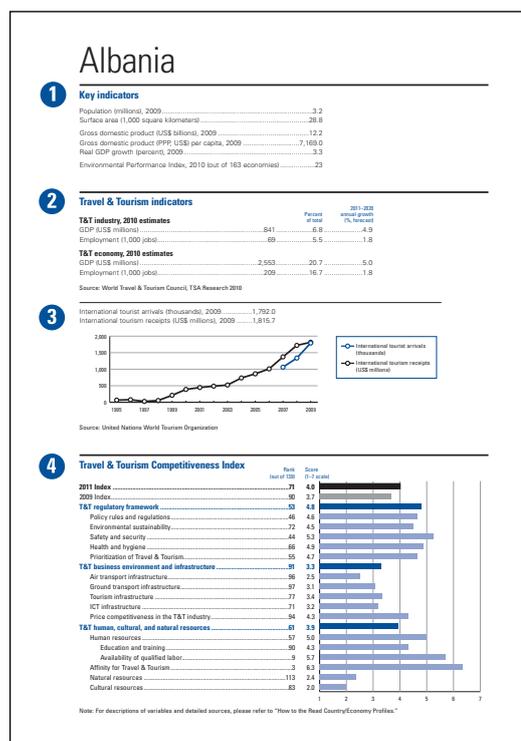
### 1 Key indicators

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/](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
<b>1st pillar: Policy rules and regulations</b>			
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	<b>9th pillar: ICT infrastructure</b>	
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
<b>2nd pillar: Environmental sustainability</b>			
2.01 Stringency of environmental regulation	132	<b>10th pillar: Price competitiveness in the T&amp;T industry</b>	
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	<b>11th pillar: Human resources</b>	
<b>3rd pillar: Safety and security</b>			
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
<b>4th pillar: Health and hygiene</b>			
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
<b>5th pillar: Prioritization of Travel &amp; Tourism</b>			
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	<b>12th pillar: Affinity for Travel &amp; Tourism</b>	
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
<b>6th pillar: Air transport infrastructure</b>			
6.01 Quality of air transport infrastructure	58	12.03 Extension of business trips recommended	45
6.02 Available seat kilometers, domestic*	103	<b>13th pillar: Natural resources</b>	
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	<b>14th pillar: Cultural resources</b>	
<b>7th pillar: Ground transport infrastructure</b>			
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.