

# Colombia

## Key indicators

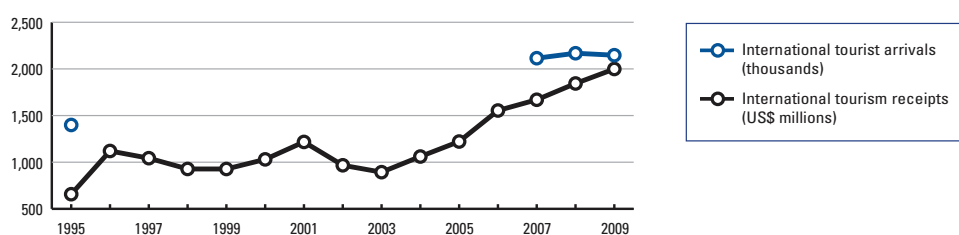
Population (millions), 2009.....	45.7
Surface area (1,000 square kilometers) .....	1,141.8
Gross domestic product (US\$ billions), 2009 .....	232.4
Gross domestic product (PPP, US\$) per capita, 2009 .....	9,046.5
Real GDP growth (percent), 2009.....	0.8
Environmental Performance Index, 2010 (out of 163 economies) .....	10

## Travel & Tourism indicators

	Percent of total	2011–2020 annual growth (% forecast)
<b>T&amp;T industry, 2010 estimates</b>		
GDP (US\$ millions) .....	4,145	1.8
Employment (1,000 jobs).....	344	1.7
<b>T&amp;T economy, 2010 estimates</b>		
GDP (US\$ millions) .....	12,473	5.3
Employment (1,000 jobs).....	987	4.8

Source: World Travel & Tourism Council, TSA Research 2010

International tourist arrivals (thousands), 2009.....2,147.0  
International tourism receipts (US\$ millions), 2009 .....1,999.3



Source: United Nations World Tourism Organization

## Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
<b>2011 Index</b> .....	<b>77</b>	<b>3.9</b>
2009 Index.....	72	3.9
<b>T&amp;T regulatory framework</b> .....		
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
<b>T&amp;T business environment and infrastructure</b> .....		
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
<b>T&amp;T human, cultural, and natural resources</b> .....		
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 Read Country/Economy Profiles."

## The Travel &amp; Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
<b>1st pillar: Policy rules and regulations</b>		<b>8th pillar: Tourism infrastructure</b>	
1.01	Prevalence of foreign ownership.....92	8.01	Hotel rooms* .....71
1.02	Property rights .....91	8.02	Presence of major car rental companies* .....80
1.03	Business impact of rules on FDI .....88	8.03	ATMs accepting Visa cards* .....79
1.04	Visa requirements* ..... <b>17</b>	<b>9th pillar: ICT infrastructure</b>	
1.05	Openness of bilateral Air Service Agreements* ..... <b>42</b>	9.01	Extent of business Internet use .....58
1.06	Transparency of government policymaking .....60	9.02	Internet users* ..... <b>45</b>
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
<b>2nd pillar: Environmental sustainability</b>		<b>10th pillar: Price competitiveness in the T&amp;T industry</b>	
2.01	Stringency of environmental regulation.....73	10.01	Ticket taxes and airport charges* .....122
2.02	Enforcement of environmental regulation .....85	10.02	Purchasing power parity* .....71
2.03	Sustainability of T&T industry development.....67	10.03	Extent and effect of taxation .....128
2.04	Carbon dioxide emissions* ..... <b>46</b>	10.04	Fuel price levels* .....62
2.05	Particulate matter concentration* ..... <b>35</b>	10.05	Hotel price index* ..... <b>44</b>
2.06	Threatened species* .....126	<b>11th pillar: Human resources</b>	
2.07	Environmental treaty ratification* .....94	11.01	Primary education enrollment* .....99
<b>3rd pillar: Safety and security</b>		11.02	Secondary education enrollment* ..... <b>47</b>
3.01	Business costs of terrorism.....139	11.03	Quality of the educational system.....80
3.02	Reliability of police services.....64	11.04	Local availability of research and training services.....65
3.03	Business costs of crime and violence .....134	11.05	Extent of staff training .....99
3.04	Road traffic accidents* ..... <b>30</b>	11.06	Hiring and firing practices .....70
<b>4th pillar: Health and hygiene</b>		11.07	Ease of hiring foreign labor.....88
4.01	Physician density* .....75	11.08	HIV prevalence* .....88
4.02	Access to improved sanitation* .....87	11.09	Business impact of HIV/AIDS .....101
4.03	Access to improved drinking water* .....77	11.10	Life expectancy* ..... <b>46</b>
4.04	Hospital beds* .....109	<b>12th pillar: Affinity for Travel &amp; Tourism</b>	
<b>5th pillar: Prioritization of Travel &amp; Tourism</b>		12.01	Tourism openness* .....125
5.01	Government prioritization of the T&T industry .....84	12.02	Attitude of population toward foreign visitors .....56
5.02	T&T government expenditure* .....107	12.03	Extension of business trips recommended .....54
5.03	Effectiveness of marketing and branding .....56	<b>13th pillar: Natural resources</b>	
5.04	Comprehensiveness of annual T&T data* .....113	13.01	Number of World Heritage natural sites* ..... <b>24</b>
5.05	Timeliness of providing monthly/quarterly T&T data* ..... <b>46</b>	13.02	Protected areas* ..... <b>24</b>
<b>6th pillar: Air transport infrastructure</b>		13.03	Quality of the natural environment .....89
6.01	Quality of air transport infrastructure .....89	13.04	Total known species* ..... <b>2</b>
6.02	Available seat kilometers, domestic* ..... <b>28</b>	<b>14th pillar: Cultural resources</b>	
6.03	Available seat kilometers, international* ..... <b>50</b>	14.01	Number of World Heritage cultural sites* ..... <b>24</b>
6.04	Departures per 1,000 population* .....55	14.02	Sports stadiums* .....80
6.05	Airport density* ..... <b>38</b>	14.03	Number of international fairs and exhibitions* ..... <b>38</b>
6.06	Number of operating airlines* .....65	14.04	Creative industries exports* ..... <b>44</b>
6.07	International air transport network .....72	<b>7th pillar: Ground transport infrastructure</b>	
7.01	Quality of roads .....108	7.01	Quality of roads .....108
7.02	Quality of railroad infrastructure .....102	7.02	Quality of railroad infrastructure .....102
7.03	Quality of port infrastructure .....105	7.03	Quality of port infrastructure .....105
7.04	Quality of ground transport network .....91	7.04	Quality of ground transport network .....91
7.05	Road density* .....95	7.05	Road density* .....95

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