

Ecuador

Key indicators

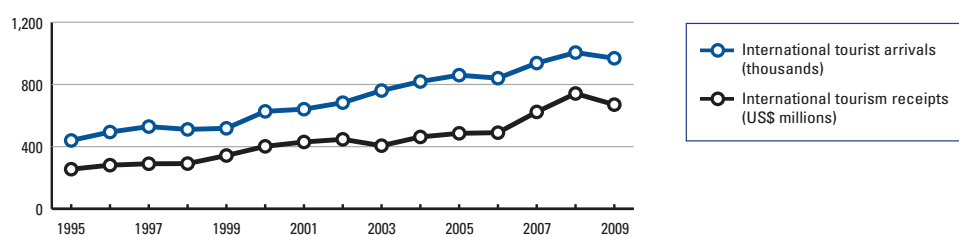
Population (millions), 2009.....	13.6
Surface area (1,000 square kilometers)	283.6
Gross domestic product (US\$ billions), 2009	55.6
Gross domestic product (PPP, US\$) per capita, 2009	7,764.9
Real GDP growth (percent), 2009.....	0.4
Environmental Performance Index, 2010 (out of 163 economies)	30

Travel & Tourism indicators

	Percent of total	2011–2020 annual growth (% forecast)
T&T industry, 2010 estimates		
GDP (US\$ millions)	955	1.7
Employment (1,000 jobs).....	84	1.5
T&T economy, 2010 estimates		
GDP (US\$ millions)	4,448	7.7
Employment (1,000 jobs).....	378	6.6

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 Index87	3.8
2009 Index.....	.96	3.6
T&T regulatory framework		
.93		
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		
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		
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 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	9th pillar: ICT infrastructure	
1.05	Openness of bilateral Air Service Agreements* 35	9.01	Extent of business Internet use106
1.06	Transparency of government policymaking112	9.02	Internet users*86
1.07	Time required to start a business*123	9.03	Telephone lines*83
1.08	Cost to start a business*104	9.04	Broadband Internet subscribers*86
1.09	GATS commitments* 31	9.05	Mobile telephone subscribers*63
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation.....79	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 development.....74	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	11th pillar: Human resources	
2.07	Environmental treaty ratification* 46	11.01	Primary education enrollment* 39
3rd pillar: Safety and security		11.02	Secondary education enrollment*90
3.01	Business costs of terrorism.....98	11.03	Quality of the educational system122
3.02	Reliability of police services.....120	11.04	Local availability of research and training services.....103
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
4th pillar: Health and hygiene		11.07	Ease of hiring foreign labor.....126
4.01	Physician density*71	11.08	HIV prevalence*79
4.02	Access to improved sanitation*59	11.09	Business impact of HIV/AIDS75
4.03	Access to improved drinking water*68	11.10	Life expectancy*64
4.04	Hospital beds*122	12th pillar: Affinity for Travel & Tourism	
5th pillar: Prioritization of Travel & Tourism		12.01	Tourism openness*114
5.01	Government prioritization of the T&T industry96	12.02	Attitude of population toward foreign visitors118
5.02	T&T government expenditure*58	12.03	Extension of business trips recommended60
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
6th pillar: Air transport infrastructure		13.03	Quality of the natural environment109
6.01	Quality of air transport infrastructure73	13.04	Total known species* 5
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	7.01	Quality of roads83
7.02	Quality of railroad infrastructure113	7.02	Quality of railroad infrastructure113
7.03	Quality of port infrastructure92	7.03	Quality of port infrastructure92
7.04	Quality of ground transport network110	7.04	Quality of ground transport network110
7.05	Road density*94	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.