

# Colombia

## Key indicators

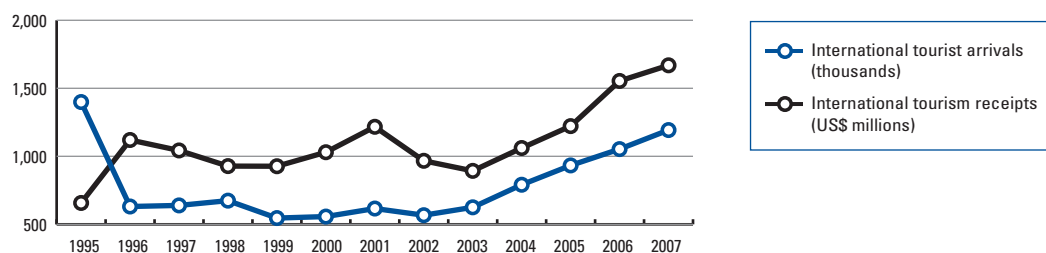
Population (millions), 2007 .....	47.0
Surface area (1,000 square kilometers) .....	1,141.8
Gross domestic product (US\$ billions), 2007 .....	202.6
Gross domestic product (PPP, US\$) per capita, 2007 .....	7,968.2
Real GDP growth (percent), 2007 .....	7.7
Environmental Performance Index, 2008 (out of 149 countries).....	9

## Travel & Tourism indicators

	Percent of total	2009-2018 annual growth (% forecast)
<b>T&amp;T industry, 2008 estimates</b>		
GDP (US\$ millions) .....	3,524	1.9
Employment (1,000 jobs).....	386	1.8
<b>T&amp;T economy, 2008 estimates</b>		
GDP (US\$ millions) .....	10,753	5.9
Employment (1,000 jobs).....	1,121	5.3

Source: World Travel & Tourism Council, TSA Research 2008

International tourist arrivals (thousands), 2007 .....	1,193
International tourism receipts (US\$ millions), 2007 .....	1,669



Source: United Nations World Tourism Organization

## Travel & Tourism Competitiveness Index

	Rank (out of 133)	Score (1-7 scale)
<b>2009 Index</b> .....	<b>72</b>	<b>3.9</b>
2008 Index .....	71	3.9
<b>T&amp;T regulatory framework</b> .....	<b>91</b>	<b>4.2</b>
Policy rules and regulations .....	60	4.5
Environmental sustainability .....	84	4.3
Safety and security .....	125	3.7
Health and hygiene .....	86	4.1
Prioritization of Travel & Tourism .....	67	4.3
<b>T&amp;T business environment and infrastructure</b> .....	<b>88</b>	<b>3.1</b>
Air transport infrastructure .....	65	3.1
Ground transport infrastructure .....	108	2.7
Tourism infrastructure .....	93	2.0
ICT infrastructure .....	65	2.9
Price competitiveness in the T&T industry .....	66	4.7
<b>T&amp;T human, cultural, and natural resources</b> .....	<b>34</b>	<b>4.4</b>
Human resources .....	64	5.1
Education and training .....	72	4.6
Availability of qualified labor .....	37	5.6
Affinity for Travel & Tourism .....	104	4.4
Natural resources .....	5	5.5
Cultural resources .....	56	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

■ Competitive Advantage ■ Competitive Disadvantage

INDICATOR	RANK/133	INDICATOR	RANK/133
<b>1st pillar: Policy rules and regulations</b>		<b>8th pillar: Tourism infrastructure</b>	
1.01	Prevalence of foreign ownership .....86...■	8.01	Hotel rooms* .....83...■
1.02	Property rights .....73...■	8.02	Presence of major car rental companies* .....95...■
1.03	Business impact of rules on FDI .....80...■	8.03	ATMs accepting Visa cards* .....65...■
1.04	Visa requirements* .....14...■	<b>9th pillar: ICT infrastructure</b>	
1.05	Openness of bilateral Air Service Agreements* .....41...■	9.01	Extent of business Internet use .....61...■
1.06	Transparency of government policymaking .....48...■	9.02	Internet users* .....56...■
1.07	Time required to start a business* .....95...■	9.03	Telephone lines* .....72...■
1.08	Cost to start a business* .....72...■	9.04	Broadband Internet subscribers* .....63...■
<b>2nd pillar: Environmental sustainability</b>		9.05	Mobile telephone subscribers* .....74...■
2.01	Stringency of environmental regulation .....66...■	<b>10th pillar: Price competitiveness in the T&amp;T industry</b>	
2.02	Enforcement of environmental regulation .....76...■	10.01	Ticket taxes and airport charges* .....117...■
2.03	Sustainability of T&T industry development .....53...■	10.02	Purchasing power parity* .....58...■
2.04	Carbon dioxide emissions* .....42...■	10.03	Extent and effect of taxation .....103...■
2.05	Particulate matter concentration* .....32...■	10.04	Fuel price levels* .....28...■
2.06	Threatened species* .....120...■	10.05	Hotel price index* .....33...■
2.07	Environmental treaty ratification* .....121...■	<b>11th pillar: Human resources</b>	
<b>3rd pillar: Safety and security</b>		11.01	Primary education enrollment* .....95...■
3.01	Business costs of terrorism .....133...■	11.02	Secondary education enrollment* .....83...■
3.02	Reliability of police services .....77...■	11.03	Quality of the educational system .....61...■
3.03	Business costs of crime and violence .....118...■	11.04	Local availability of research and training services .....61...■
3.04	Road traffic accidents* .....109...■	11.05	Extent of staff training .....91...■
<b>4th pillar: Health and hygiene</b>		11.06	Hiring and firing practices .....73...■
4.01	Physician density* .....73...■	11.07	Ease of hiring foreign labor .....33...■
4.02	Access to improved sanitation* .....80...■	11.08	HIV prevalence* .....85...■
4.03	Access to improved drinking water* .....68...■	11.09	Business impact of HIV/AIDS .....93...■
4.04	Hospital beds* .....99...■	11.10	Life expectancy* .....50...■
<b>5th pillar: Prioritization of Travel &amp; Tourism</b>		<b>12th pillar: Affinity for Travel &amp; Tourism</b>	
5.01	Government prioritization of the T&T industry .....67...■	12.01	Tourism openness* .....117...■
5.02	T&T government expenditure* .....99...■	12.02	Attitude of population toward foreign visitors .....57...■
5.03	Effectiveness of marketing and branding .....54...■	12.03	Extension of business trips recommended .....85...■
5.04	T&T fair attendance* .....41...■	<b>13th pillar: Natural resources</b>	
<b>6th pillar: Air transport infrastructure</b>		13.01	Number of World Heritage natural sites* .....23...■
6.01	Quality of air transport infrastructure .....64...■	13.02	Protected areas* .....12...■
6.02	Available seat kilometers, domestic* .....27...■	13.03	Quality of the natural environment .....61...■
6.03	Available seat kilometers, international* .....51...■	13.04	Total known species* .....2...■
6.04	Departures per 1,000 population* .....55...■	<b>14th pillar: Cultural resources</b>	
6.05	Airport density* .....41...■	14.01	Number of World Heritage cultural sites* .....33...■
6.06	Number of operating airlines* .....68...■	14.02	Sports stadiums* .....78...■
6.07	International air transport network .....72...■	14.03	Number of international fairs and exhibitions* .....42...■
<b>7th pillar: Ground transport infrastructure</b>		14.04	Creative industries exports* .....40...■
7.01	Quality of roads .....91...■		
7.02	Quality of railroad infrastructure .....99...■		
7.03	Quality of port infrastructure .....108...■		
7.04	Quality of ground transport network .....62...■		
7.05	Road density* .....86...■		

\* Hard data

Note: For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.