

# Technical Notes and Sources

The data used in this *Report* represent the best available estimates from various national authorities, international agencies, and private sources at the time the *Report* was prepared. It is possible that some data will have been revised or updated by national resources after publication. Throughout the statistical tables in this publication, “n/a” denotes that the value is not available, or that available data are unreasonably outdated or do not come from a reliable source.

The following notes provide sources for the hard data—that is, the indicators listed in the Data Tables that do not come from the Executive Opinion Survey.

## Pillar 1: Policy rules and regulations

### 1.04 Visa requirements

**Number of countries requiring visas to enter the country for tourism and/or business trips as a percentage of UN countries, 2007**

This variable is based on visitor visa requirements of all UN countries. The score refers to the percentage of UN countries whose citizens require a visa to enter each country.

Source: United Nations World Tourism Organization

### 1.05 Openness of bilateral Air Service Agreements

**Index of openness of bilateral Air Service Agreements, 2005**

This index measures the average openness of all bilateral Air Service Agreements (ASAs) concluded by International Civil Aviation Organization (ICAO) signatories as registered in ICAO's World's Air Services Agreements (WASA) database (2005 update), weighted by bilateral scheduled passenger traffic taking place under each ASA. Regulatory data come from ICAO's WASA database (2005) and traffic data were obtained from IATA.

Source: World Trade Organization

### 1.07 Time required to start a business

**Number of days required to start a business, 2007**

According to the World Bank, this variable measures the median duration that incorporation lawyers indicate is necessary to complete a procedure with minimum follow up with government agencies and no extra payments.

Source: World Bank, *Doing Business 2008*

### 1.08 Cost to start a business

**Cost to start a business as percentage of GNI per capita, 2007**

According to the World Bank, this variable measures all official fees and fees for legal or professional services if such services are required by law.

Source: World Bank, *Doing Business 2008*

## Pillar 2: Environmental sustainability

### 2.04 Carbon dioxide emissions

**Carbon dioxide emissions per capita in metric tons, 2003**

According to the World Bank, carbon dioxide emissions are those emanating from the burning of fossil fuels and the manufacture of cement. They include carbon dioxide produced during consumption of solid, liquid, and gas fuels and gas flaring.

Source: World Bank, *World Development Indicators 2007*

### 2.05 Particulate matter concentration

**Urban-population-weighted PM10 micrograms per cubic meter, 2004**

According to the World Bank, *particulate matter concentrations* refer to fine suspended particulates less than 10 microns in diameter (PM10) that are able to penetrate deep into the respiratory tract and cause significant health damage. Data for countries are urban population-weighted PM10 levels in residential areas of cities with more than 100,000 residents. The estimates represent the average annual exposure level of the average urban resident to outdoor particulate matter.

Source: World Bank, *World Development Indicators 2007*

### 2.06 Threatened species

**Threatened species as a percentage of total species (mammals, birds, amphibians), 2007**

This variable measures the total number of Critically Endangered, Endangered, and Vulnerable species as a percentage of total known species for mammals, birds, and amphibians.

Source: The International Union for Conservation of Nature (IUCN), Red List of Threatened Species 2007

### 2.07 Environmental treaty ratification

**Total number of ratified environmental treaties, 2007**

This variable measures the total number of international treaties from a set of 25 for which a state is a participant. A state becomes a “participant” by Ratification, Formal confirmation, Accession, Acceptance, Definitive signature, Approval, Simplified procedure, Consent to be bound, Succession, and Provisional application (which are here grouped under the term ratification, for reasons of convenience). The treaties included are: International Convention for the Regulation of Whaling, 1948 Washington; International Convention for the Prevention of Pollution of the Sea by Oil, 1954, as amended in 1962 and 1969, 1954 London; Convention on Wetlands of International Importance especially as Waterfowl Habitat, 1971 Ramsar; Convention concerning the Protection of the World Cultural and Natural Heritage, 1972 Paris; Convention on the Prevention of Marine Pollution by Dumping of Wastes and Other Matter, 1972 London, Mexico City, Moscow, Washington; Convention on International Trade in Endangered Species of Wild Fauna and Flora, 1973 Washington; International Convention for the Prevention of Pollution from Ships (MARPOL) as modified by the Protocol of 1978, 1978 London; Convention on the Conservation of Migratory Species of Wild Animals, 1979 Bonn; United Nations Convention on the Law of the Sea, 1982 Montego Bay; Convention on the Protection of the Ozone Layer, 1985 Vienna; Protocol on Substances that Deplete the Ozone Layer, 1987 Montreal; Convention on the Control of Transboundary Movements of Hazardous Wastes and their Disposal, 1989 Basel; International Convention on Oil Pollution Preparedness, Response and Co-operation, 1990 London; United Nations Framework Convention on Climate Change, 1992 New York; Convention on Biological Diversity, 1992 Rio de

Janeiro; International Convention to Combat Desertification in those countries Experiencing Serious Drought and/or Desertification, particularly Africa, 1994 Paris; Agreement relating to the Implementation of Part XI of the United Nations Convention on the Law of the Sea of 10 December 1982, 1994 New York; Agreement relating to the Provisions of the United Nations Convention on the Law of the Sea relating to the Conservation and Management of Straddling Fish Stocks and Highly Migratory Fish Stocks, 1995 New York; Kyoto Protocol to the United Nations Framework Convention on the Climate Change, Kyoto 1997; Rotterdam Convention on the Prior Informed Consent Procedure for Certain Hazardous Chemicals and Pesticides in International Trade, 1998 Rotterdam; Cartagena Protocol of Biosafety to the Convention on Biological Diversity, 2000 Montreal; Protocol on Preparedness, Response and Cooperation to Pollution Incidents by Hazardous and Noxious Substances, 2000 London; Stockholm Convention on Persistent Organic Pollutants, 2001 Stockholm; International Treaty on Plant Genetic Resources for Food and Agriculture, 2001 Rome; International Tropical Timber Agreement 206, 2001 Geneva.

Source: The International Union for Conservation of Nature (IUCN) Environmental Law Centre *ELIS Treaty Database*

### Pillar 3: Safety and security

#### 3.04 Road traffic accidents

**Estimated deaths per 100,000 population due to road traffic accidents, 2002**

Source: World Health Organization, *World Health Statistics 2007*

### Pillar 4: Health and hygiene

#### 4.01 Physician density

**Physician density per 1,000 people, 2004 or most recent year available**

This variable measures the number of physicians per 1,000 people in the country. The World Bank defines *physicians* as graduates of any faculty of medicine who are working in the country in any medical field (practice, teaching, research).

Source: World Health Organization, *World Health Statistics 2007*, national sources

#### 4.02 Access to improved sanitation

**Access to adequate sanitation as a percentage of total population, 2004**

This variable refers to the percentage of the population with at least adequate access to excreta disposal facilities that can effectively prevent human, animal, and insect contact with excreta. Improved facilities range from simple but protected pit latrines to flush toilets with a sewerage connection. To be effective, facilities must be correctly constructed and properly maintained.

Source: World Health Organization/UNICEF Joint Monitoring Programme

#### 4.03 Access to improved drinking water

**Access to safe drinking water as a percentage of total population, 2004**

This variable refers to the percentage of the population with reasonable access to an adequate amount of water from an improved source, such as a household connection, public standpipe, borehole, protected well or spring, or rainwater collection. Unimproved sources include vendors, tanker trucks, and unprotected wells and springs. Reasonable access is defined as the availability of at least 20 liters per person per day from a source within 1 kilometer of the dwelling.

Source: World Health Organization/UNICEF Joint Monitoring Programme

#### 4.04 Hospital beds

**Hospital beds per 10,000 population, 2005 or most recent year available**

Source: World Health Organization, *World Health Statistics 2007*

### Pillar 5: Prioritization of Travel & Tourism

#### 5.02 T&T government expenditure

**T&T government expenditure as percentage of total budget, 2007**

This measure includes expenditures (transfers or subsidies) made by government agencies to provide T&T services such as cultural (e.g., art museums), and recreational (e.g., national parks) benefits or clearance (e.g., immigration/ customs) assistance, and so on to visitors.

Source: World Travel & Tourism Council, Tourism Satellite Accounting Research 2007

#### 5.04 T&T fair attendance

**Index of country presence at 12 major T&T fairs, 2006–2007**

This index was constructed as follows: a country was given a 1 for each time it was represented at one of the 13 travel and tourism fairs below that took place during the period August 2006–July 2007. The score is the sum of all fairs at which the country was represented. The fairs included were: ITB Berlin, Salon Mondial du Tourisme (France), World Travel Market (London), Holiday World Prague, International Trade Fair for Tourism (Russia), Arabian Travel Market (Dubai), PATA Travel Mart (Pacific Asia Travel Association), China International Travel Mart, Japan Association of Travel Agents (JATA) World Travel Fair, Travel and Tourism Fair (India), American Society of Travel Agents' Trade Show, Travel Mart Latin America, and the International Tourism Fair of Latin America.

Source: Booz Allen Hamilton Inc.

### Pillar 6: Air transport infrastructure

#### 6.02 Available seat kilometers

**Scheduled available seat kilometers per week originating in country (in millions), January 2007 and July 2007 average**

This variable measures an airline's passenger-carrying capacity; it is composed of the number of seats available on each flight multiplied by the flight distance in kilometers. The resulting variable is an average of the total for all scheduled flights in a week during January (winter schedule) and July (winter schedule) 2007.

Source: International Air Transport Association, SRS Analyser; national sources

#### 6.03 Departures per 1,000 population

**Number of departures per 1,000 population, 2006**

*Aircraft departures* are the number of domestic and international takeoffs of air carriers registered in the country.

Source: Booz Allen Hamilton Inc.

#### 6.04 Airport density

**Number of airports per million population, 2006**

This variable provides the number of airports with at least one scheduled flight in 2006 per million population.

Source: International Air Transport Association, SRS Analyser; national sources

#### 6.05 Number of operating airlines

**Number of airlines with scheduled flights originating in country, January 2007 and July 2007 average**

Source: International Air Transport Association, SRS Analyser; national sources

## Pillar 7: Ground transport infrastructure

### 7.05 Road density

#### Kilometers of road per 100 square kilometers of land, 2004

According to the World Bank, this variable refers to the ratio of the length of the country's total road network to the country's land area. The road network includes all roads in the country: motorways, highways, main or national roads, secondary or regional roads, and other urban and rural roads.

Source: World Bank, *World Development Indicators 2007*

## Pillar 8: Tourism infrastructure

### 8.01 Hotel rooms

#### Number of hotel rooms per 100 population, 2006 or most recent year available

Source: United Nations World Tourism Organization

### 8.02 Presence of major car rental companies

#### Index of presence of major car rental companies, 2007

This variable measures the presence of seven major car rental companies: Avis, Budget, Europcar, Hertz, National Car Rental, Sixt, and Thrifty.

Source: Individual rental car company websites

### 8.03 ATMs accepting Visa cards

#### Number of automated teller machines (ATMs) accepting Visa credit cards per million population, 2007

Source: Visa International

## Pillar 9: ICT infrastructure

### 9.02 Internet users

#### Internet users per 100 population, 2006 or most recent year available

*Internet users* are people with access to the worldwide network.

Source: International Telecommunication Union, *World Telecommunication Indicators 2007*

### 9.03 Telephone lines

#### Telephone lines per 100 inhabitants, 2006 or most recent year available

A *main telephone line* is a telephone line connecting the subscriber's terminal equipment to the public switched telephone network and that has a dedicated port in the telephone exchange equipment.

Source: International Telecommunication Union, *World Telecommunication Indicators 2007*

### 9.04 Broadband Internet subscribers

#### Broadband Internet subscribers per 100 population, 2006 or most recent year available

The International Telecommunication Union considers *broadband* to be any dedicated connection to the Internet of 256 kilobits per second or faster, in both directions. *Broadband subscribers* refers to the sum of DSL, cable modem, and other broadband (for example, fiber optic, fixed wireless, apartment LANs, satellite connections) subscribers.

Source: International Telecommunication Union, *World Telecommunication Indicators 2007*

### 9.05 Mobile telephone subscribers

#### Mobile telephone subscribers per 100 population, 2006 or most recent year available

The term *subscribers* refers to users of mobile telephones subscribing to an automatic public mobile telephone service that provides access to the public switched telephone network using cellular technology. This can include analogue and digital cellular systems but should not include non-cellular systems. Subscribers to fixed wireless, public mobile data services, or radio paging services are not included.

Source: International Telecommunication Union, *World Telecommunication Indicators 2007*

## Pillar 10: Price competitiveness in the T&T industry

### 10.01 Ticket taxes and airport charges

#### Index of relative cost of access (ticket taxes and airport charges) to international air transport services | (0 = highest cost, 100 = lowest cost), 2007

This index measures the relative cost of access to international air transport services based on the level of airport charges, passenger ticket taxes, and value-added taxation. It reflects the costs associated with a narrow-body and a wide-body passenger plane arrival and departure at the major international airports in each country. Charges include landing, terminal navigation, and passenger and security charges as listed in the IATA Airport and Air Navigation Charges manual. Ticket taxes applicable to international travel were applied as described in the IATA List of Ticket and Airport Taxes and Fees manual. Per-passenger charges were calculated by applying a 75 percent load factor to a typical seating configuration of each type of aircraft. Value-added taxes (VATs) were calculated based on an average ticket price for each country, applied to half of the departing passengers, because the VAT is normally charged only on itineraries originating in the country concerned. A higher score indicates a lower level of charges and taxes.

Source: International Air Transport Association, SRS Analyser

### 10.02 Purchasing power parity

#### Ratio of purchasing power parity (PPP) conversion factor to official exchange rate, 2006

The purchasing power parity (PPP) conversion factors for 2006 were obtained from the International Monetary Fund (IMF)'s *World Economic Outlook* (April 2007). The official exchange rates for 2006 were obtained from IMF's *International Financial Statistics Online* and from the World Bank's *World Development Indicators 2007*. The World Bank defines the *purchasing power parity conversion factor* as the number of units of a country's currency required to buy the same amount of goods and services in the domestic market as a US dollar would buy in the United States. *Official exchange rate* refers to the exchange rate determined by national authorities or to the rate determined in the legally sanctioned exchange market. It is calculated as an annual average based on monthly averages (local currency units relative to the US dollar). The variable shown is the result obtained by dividing the PPP conversion factor by the official exchange rate.

Source: International Monetary Fund, *World Economic Outlook* (April 2007), *International Financial Statistics Online*; World Bank, *World Development Indicators 2007*

### 10.04 Fuel price levels

#### Retail diesel fuel prices (US cents per liter), 2005

According to the World Bank, this variable refers to the pump prices of the most widely sold grade of diesel fuel. Prices are converted from the local currency to the US dollar.

Source: World Bank, *World Development Indicators 2007*

**10.05 Hotel price index****Average room rates calculated for first-class branded hotels for calendar year 2006 in US\$**

This index measures the average price, in US dollars, for first-class hotel accommodation in each country. The index is calculated by using the average room rate achieved by first-class hotels in each country over a 12-month period from January through December 2006, to mitigate the impact of any seasonality fluctuations.

Source: Deloitte

**Pillar 11: Human resources****11.01 Primary education enrollment****Net primary education enrollment rate, 2005 or most recent year available**

According to the World Bank, this corresponds to the ratio of children of official school age (as defined by national education system) who are enrolled in school to the population of the corresponding official school age. Primary education provides children with basic reading, writing, and mathematics skills along with an elementary understanding of such subjects as history, geography, natural science, social science, art, and music.

Source: UNESCO, Institute for Statistics

**11.02 Secondary education enrollment****Gross secondary education enrollment rate, 2005 or most recent year available**

According to the World Bank, the *gross secondary enrollment rate* is the ratio of total enrollment, regardless of age, to the population of the age group that officially corresponds to the secondary education level. Secondary education completes the provision of basic education that began at the primary level, and aims at laying the foundations for lifelong learning and human development, by offering more subject- and skill-oriented instruction using more specialized teachers.

Source: UNESCO Institute for Statistics; The World Bank, *World Development Indicators 2007*; national resources

**11.08 HIV prevalence****HIV prevalence as a percentage of adults aged 15–49 years, 2005 or most recent year available**

Source: UNAIDS, *2006 Report on the Global AIDS Epidemic*; UNDP, *Human Development Report 2006*; national sources

**11.10 Life expectancy****Life expectancy at birth (years), 2005**

Source: World Health Organization, *World Health Statistics 2007*

**Pillar 12: Affinity for Travel & Tourism****12.01 Tourism openness****Tourism expenditure and receipts as a percentage of GDP, 2006**

This variable is the ratio of the sum of international tourism expenditures and receipts to GDP. *International tourism expenditures* are expenditures of international outbound visitors in other countries, including payments to foreign carriers for international transport. *International tourism receipts* are expenditures of international inbound visitors in other countries, including payments to foreign carriers for international transport.

Source: United Nations World Tourism Organization

**Pillar 13: Natural resources****13.01 Number of World Heritage natural sites****Number of World Heritage natural sites in the country, August 2007**

Source: UNESCO, World Heritage Centre

**13.02 Protected areas****Protected areas as a percentage of total land area, 2005**

According to the IUCN, a *protected area* is an area of land and/or sea especially dedicated to the protection and maintenance of biological diversity, and of natural and associated cultural resources, and managed through legal or other effective means.

Source: The International Union for Conservation of Nature (IUCN) and UNEP World Conservation Monitoring Centre *World Database on Protected Areas*

**13.04 Total known species****Total known species (mammals, birds, amphibians) in the country, 2007**

This variable measures the total known species of mammals, birds, and amphibians.

Source: The International Union for Conservation of Nature (IUCN), Red List of Threatened Species 2007

**Pillar 14: Cultural resources****14.01 Number of World Heritage cultural sites****Number of World Heritage cultural sites in the country, August 2007**

Source: UNESCO, World Heritage Centre

**14.02 Sports stadiums****Sports stadium capacity per million population, 2005**

This variable is calculated as the ratio of total seats for all major sports stadiums in the country to the total population (in millions).

Source: Booz Allen Hamilton Inc.

**14.03 Number of international fairs and exhibitions****Number of international fairs and exhibitions held in the country annually, 2004 to 2006 average**

This variable measures the average number of international fairs and exhibitions held annually in each country between 2004 and 2006. Data on international fairs and exhibitions was obtained from the International Congress and Convention Association (ICCA), which includes meetings organized by international associations attended by at least 50 participants that take place on a regular basis (one-time events are not included) and rotate between a minimum of three countries.

Source: International Congress and Convention Association