

Contents

Partner Institutes	v	1.7 Green Growth, Travelism, and the Pursuit of Happiness	77
Preface	xi	by Geoffrey Lipman, Beyond Tourism, and Shaun Vorster, Ministry of Tourism, South Africa	
Executive Summary	xiii	1.8 A New Big Plan for Nature: Opportunities for Travel & Tourism	81
by Jennifer Blanke and Thea Chiesa, World Economic Forum		by Julia Marton-Lefèvre and Maria Ana Borges, International Union for Conservation of Nature (IUCN)	
Part 1: Selected Issues of T&T Competitiveness	1	1.9 Assessing the Openness of Borders	89
1.1 The Travel & Tourism Competitiveness Index 2011: Assessing Industry Drivers in the Wake of the Crisis	3	by Thea Chiesa, Sean Doherty, and Margareta Drzeniek Hanouz, World Economic Forum	
by Jennifer Blanke and Thea Chiesa, World Economic Forum		Part 2: Country/Economy Profiles and Data Presentation	101
1.2 Crisis Aftermath: Pathways to a More Resilient Travel & Tourism Sector	35	2.1 Country/Economy Profiles	103
by Jürgen Ringbeck and Timm Pietsch, Booz & Company		How to Read the Country/Economy Profiles105	
1.3 Tourism Development in Advanced and Emerging Economies: What Does the Travel & Tourism Competitiveness Index Tell Us?	45	by Roberto Crotti	
by John Kester and Valeria Croce, World Tourism Organization (UNWTO)		List of Countries/Economies107	
1.4 Premium Air Travel: An Important Market Segment	53	Country/Economy Profiles108	
by Selim Ach and Brian Pearce, International Air Transport Association (IATA)		2.2 Data Tables	387
1.5 Hospitality: Emerging from the Crisis	61	How to Read the Data Tables.....389	
by Alex Kyriakidis, Simon Oaten, and Jessica Jahns, Deloitte, Tourism, Hospitality & Leisure		Index of Data Tables391	
1.6 Investment: A Key Indicator of Competitiveness in Travel & Tourism	69	Data Tables393	
by Nancy Cockerell, World Travel & Tourism Council, and David Goodger, Oxford Economics		Technical Notes and Sources	487
		About the Authors	493
		Acknowledgments	497