

Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

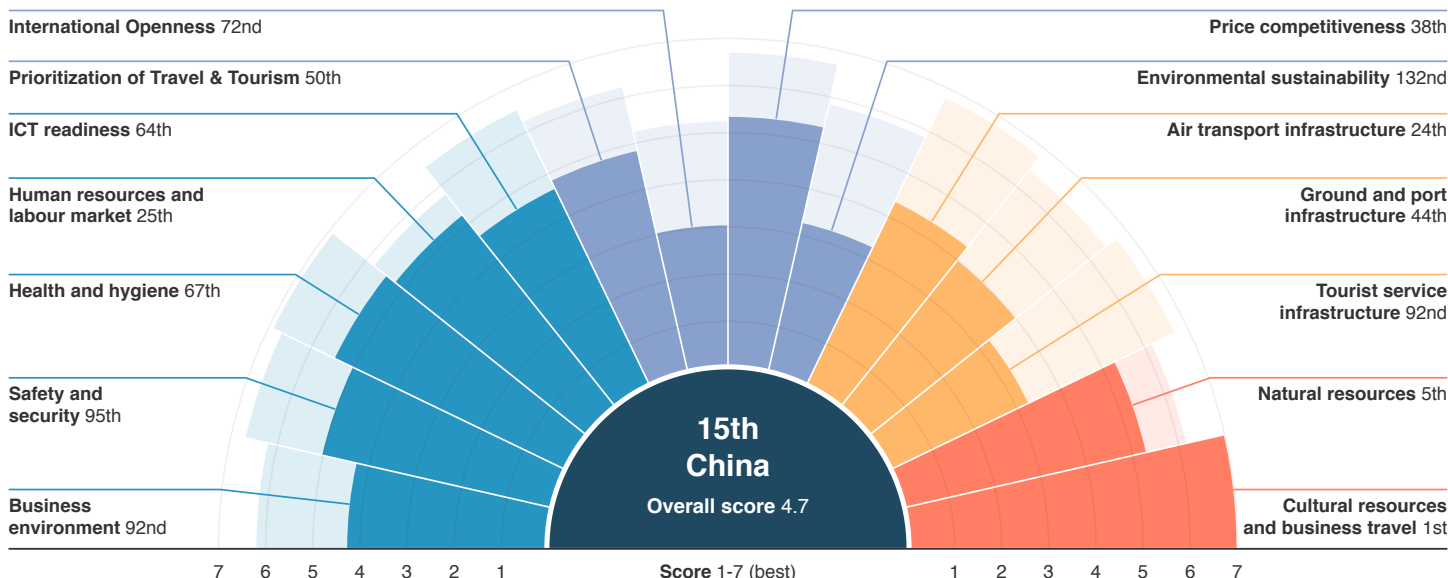
International tourist arrivals	56,885,700	T&T industry GDP	US \$224,005.0 million
International tourism inbound receipts	US \$114,109.4 million	% of total	2.1%
Average receipts per arrival	US \$2,005.9	T&T industry employment	22,489,600 jobs
		% of total	2.9%

Performance Overview

Key Score Highest score

Pillar Rank/136

Pillar Rank/136



China continues to deliver a strong performance this year, rising 2 positions in the index to reach 15th place in the global ranking. Welcoming nearly 57 million tourists, China accounts for over 20% of international arrivals in the region. Although only 5% of its population holds a passport, it is also the largest source market in the region with 127.9 million departures in 2015. Already endowed with exceptional natural (5th) and cultural resources (1st), China has greatly benefited from increased international openness (up 24 positions), improved ICT readiness (72nd, but up 8 positions) and further investments in its

ground and tourist service infrastructure (up 9 and 10 positions respectively). China's increased prioritization of its travel and tourism industry has also supported its rise. To continue to rise in the global rankings, China could further enhance its competitiveness by creating more accommodation capacity, beyond the larger cities, a more enabling environment for doing business (92nd), and address environmental sustainability (132nd) to ensure the preservation of its unique natural resources.

Past performance

Travel & Tourism Competitiveness Edition	2015	2017
Rank	17 / 141	15 / 136
Score	4.5	4.7

Travel & Tourism Competitiveness Index 2017 edition

Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
Business environment	92	4.2	International Openness	72	3.0
Property rights	50	4.5	Visa requirements 0–100 (best)	129	3.0
Business impact of rules on FDI	82	4.4	Openness of bilateral Air Service Agreements 0–38 (best)	110	7.1
Efficiency of legal framework in settling disputes	46	4.1	Number of regional trade agreements in force number	38	27.0
Efficiency of legal framework in challenging regs	46	3.8	Price competitiveness	38	5.3
Time required to deal with construction permits days	119	244	Ticket taxes and airport charges 0–100 (best)	58	78.7
Cost to deal with construction permits % construction cost	116	7.0	Hotel price index US\$	12	81.2
Extent of market dominance	23	4.4	Purchasing power parity PPP \$	93	0.6
Time to start a business days	116	28.9	Fuel price levels US\$ cents/litre	55	109.0
Cost to start a business % GNI per capita	17	0.7	Environmental sustainability	132	3.2
Effect of taxation on incentives to work	59	4.0	Stringency of environmental regulations	64	4.1
Effect of taxation on incentives to invest	32	4.1	Enforcement of environmental regulations	67	3.8
Total tax rate % profits	131	68.0	Sustainability of travel and tourism industry development	63	4.4
Safety and security	95	5.0	Particulate matter (2.5) concentration µg/m3	136	47.2
Business costs of crime and violence	55	4.9	Environmental treaty ratification 0–27 (best)	43	23
Reliability of police services	56	4.7	Baseline water stress 5–0 (best)	94	3.2
Business costs of terrorism	82	5.0	Threatened species % total species	120	11.7
Index of terrorism incidence	118	3.5	Forest cover change % change	52	0.0
Homicide rate /100,000 pop.	20	0.8	Wastewater treatment %	55	27.9
Health and hygiene	67	5.4	Costal shelf fishing pressure tonnes/km2	95	2.0
Physician density /1,000 pop	73	1.5	Air transport infrastructure	24	4.3
Access to improved sanitation % pop.	88	76.5	Quality of air transport infrastructure	49	4.8
Access to improved drinking water % pop.	76	95.5	Available seat kilometres, domestic millions	2	11208.6
Hospital beds /10,000 pop.	44	38.0	Available seat kilometres, international millions	5	4489.1
HIV prevalence % adult pop.	1	<0.1	Aircraft departures /1,000 pop.	73	2.6
Malaria incidence cases/100,000 pop.	75	0.0	Airport density airports/million pop.	125	0.3
Human resources and labour market	25	5.2	Number of operating airlines Number	5	158.0
Primary education enrollment rate net %	1	100.0	Ground and port infrastructure	44	4.0
Secondary education enrollment rate gross %	65	94.3	Quality of roads	39	4.8
Extent of staff training	41	4.3	Road density % total territorial area	53	-
Degree of customer orientation	67	4.6	Paved road density % total territorial area	49	-
Hiring and firing practices	25	4.5	Quality of railroad infrastructure	14	5.1
Ease of finding skilled employees	44	4.6	Railroad density km of roads/land area	58	0.7
Ease of hiring foreign labour	39	4.4	Quality of port infrastructure	43	4.6
Pay and productivity	27	4.6	Ground transport efficiency	25	4.8
Female participation in the labor force ratio to men	55	0.84	Tourist service infrastructure	92	3.2
ICT readiness	64	4.6	Hotel rooms number/100 pop.	116	0.1
ICT use for biz-to-biz transactions	45	5.0	Quality of tourism infrastructure	72	4.6
Internet use for biz-to-consumer transactions	36	5.1	Presence of major car rental companies	102	3
Internet users % pop.	76	50.3	Automated teller machines number/thousand adult pop.	54	55.0
Fixed-broadband Internet subscriptions /100 pop.	44	19.8	Natural resources	5	5.3
Mobile-cellular telephone subscriptions /100 pop.	106	92.2	Number of World Heritage natural sites number of sites	2	13
Mobile-broadband subscriptions /100 pop.	64	55.5	Total known species number of species	6	2172
Mobile network coverage % pop.	55	99.5	Total protected areas % total territorial area	69	17.0
Quality of electricity supply	55	5.3	Natural tourism digital demand 0–100 (best)	22	47
Prioritization of Travel & Tourism	50	4.8	Attractiveness of natural assets	89	4.7
Government prioritization of travel and tourism industry	57	5.0	Cultural resources and business travel	1	6.9
T&T government expenditure % government budget	52	4.0	Number of World Heritage cultural sites number of sites	5	37
Effectiveness of marketing and branding to attract tourists	36	4.9	Oral and intangible cultural heritage number of expressions	1	39
Comprehensiveness of annual T&T data 0–120 (best)	82	58	Sports stadiums number of large stadiums	2	141.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	88	16.5	Number of international association meetings 3-year average	7	387.3
Country brand strategy rating 1–10 (best)	26	82.6	Cultural and entertainment tourism digital demand 0–100 (best)	3	82

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at <http://wef.ch/ttr>