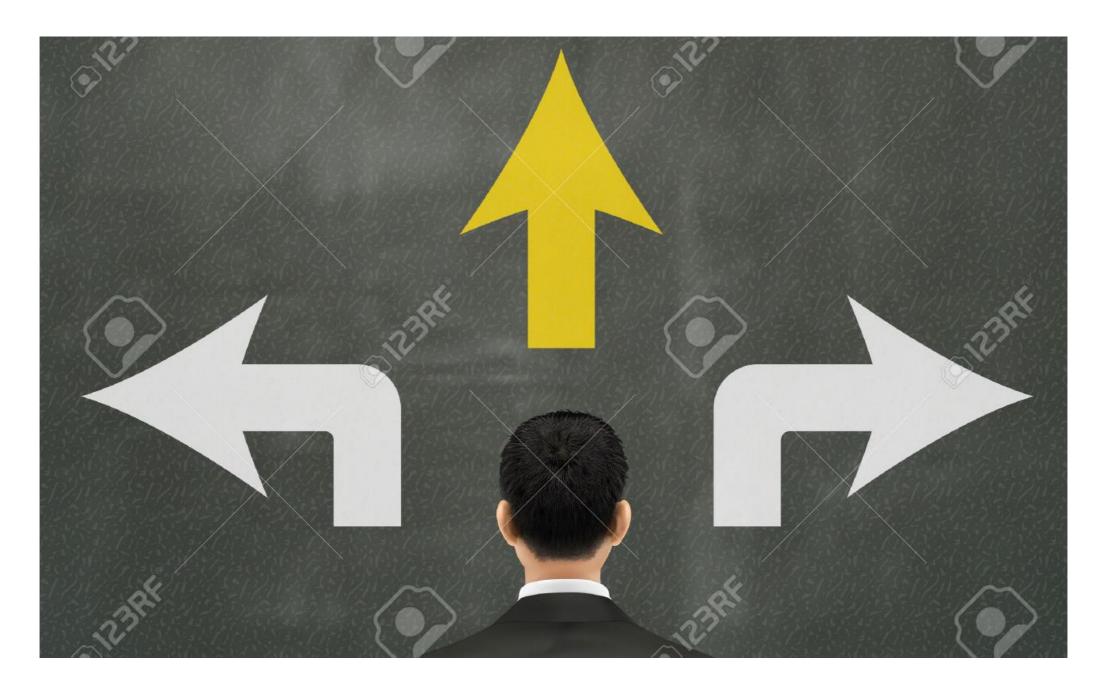


Addis Ababa, April 2017

Jose M. Soria

Former Minister of Industry, Energy, Tourism and Telecommunications



Sustainability, Is it an option?



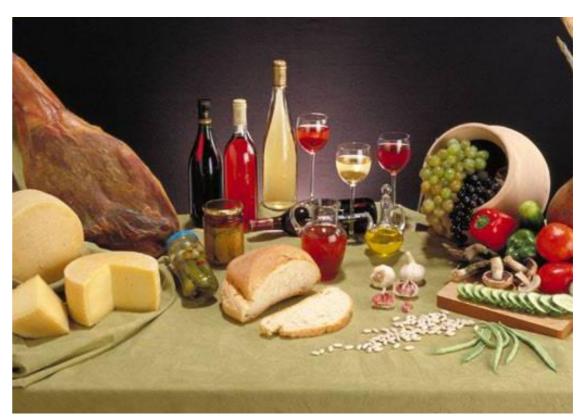




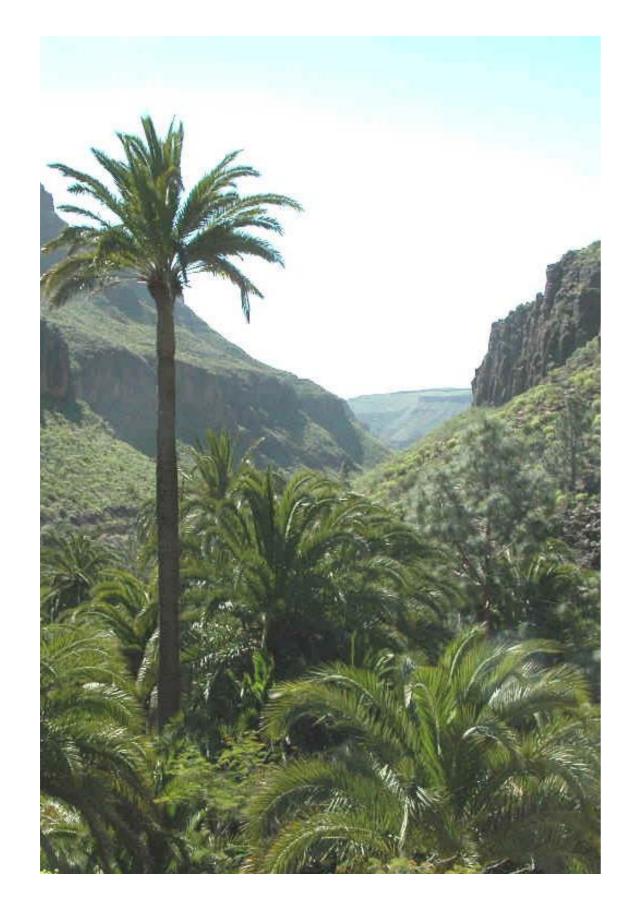
















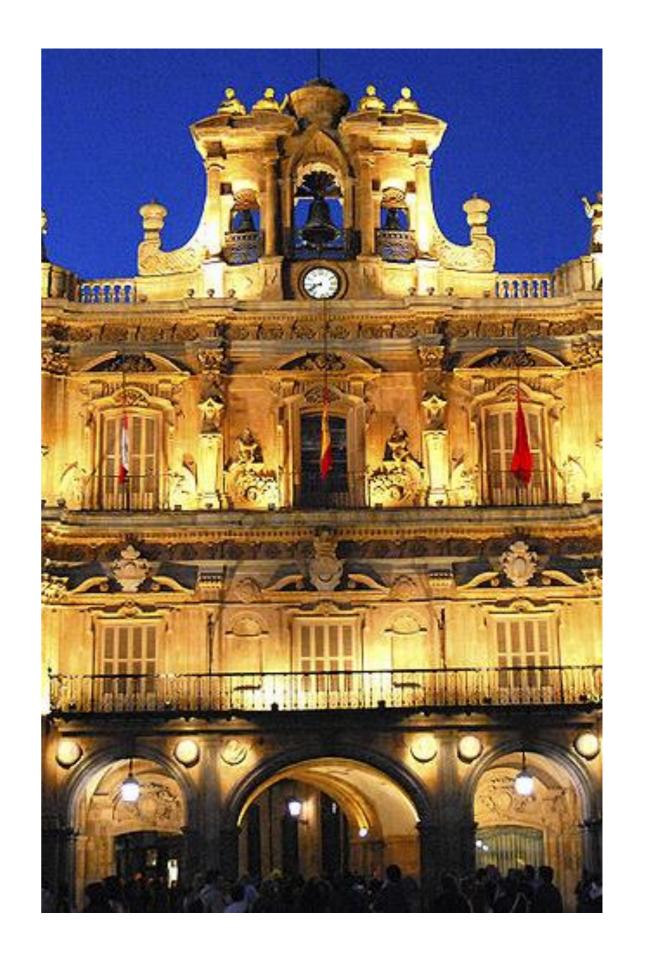
SPANISH TOURIST INDUSTRY

Economy
Competitiveness
Recovery



FOUR ISSUES IN TTCI:

- I) Environment
- II) T&T Policy
- III)Infrastructures
- IV) Resources



Environment

Business

Safety and Security

Health

Labour Market

ICT



T&T Policy

Prioritization of Travel and Tourism policy

International Openness

Price Competitiveness

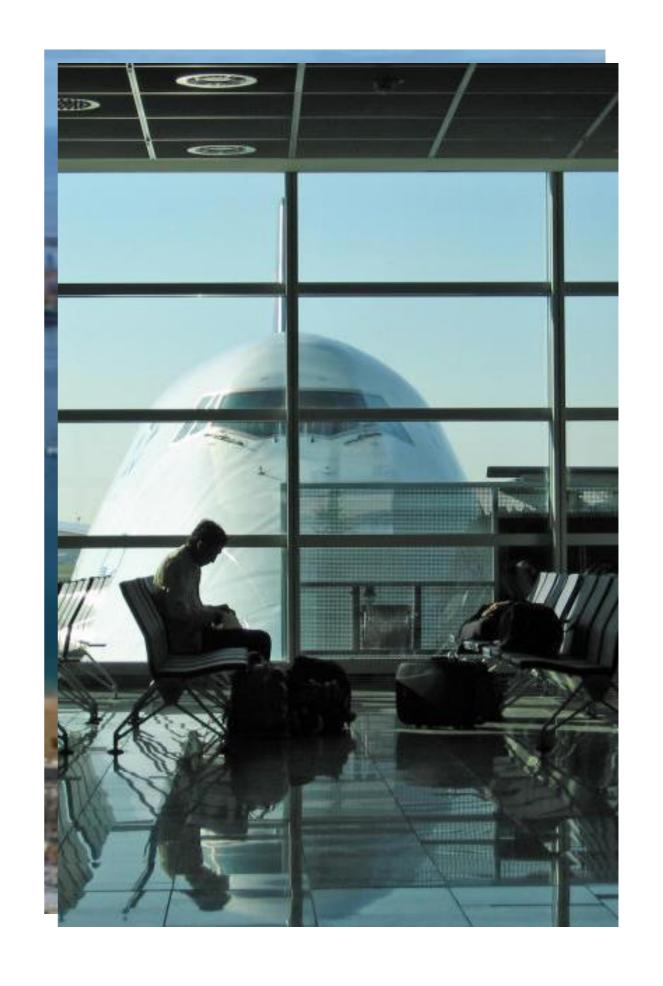
Environmental Sustainability



Infrastructures

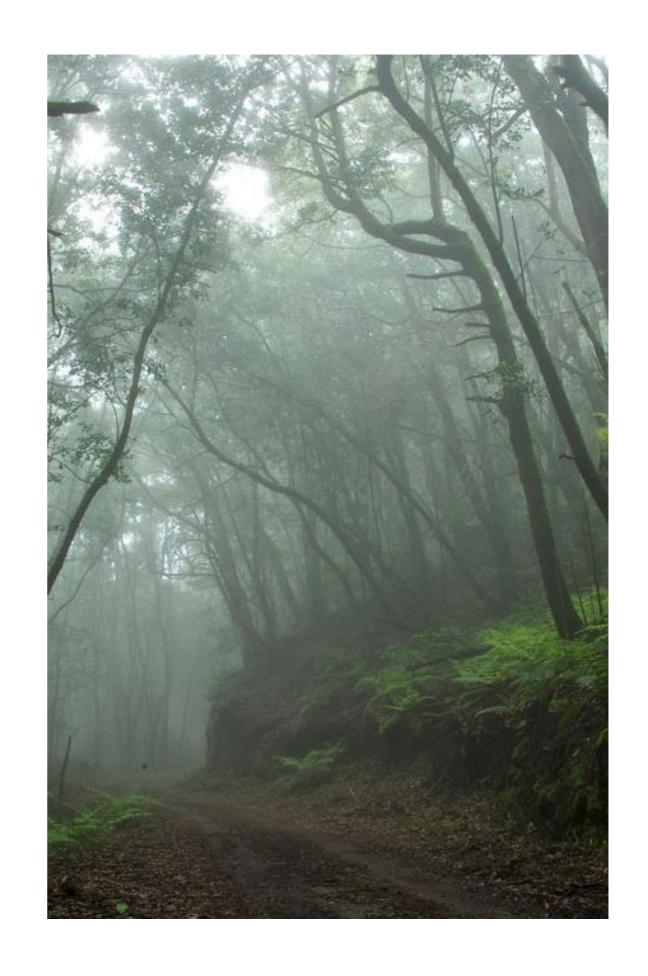
Airport facilities
Roads, motorways
Railways, High
Speed Trains

Port facilities



Resources

Natural Resources
Cultural Resources



TTCI, WEF

(2 years, 141 economies, 4 main issues)

Sustainable development

Tourism Competitiveness

TOP 10, 2015

- 1. Spain
- 2. France
- 3. Germany
- 4. United States
- 5. United Kingdom
- 6. Switzerland
- 7. Australia
- 8. Italy
- 9. Japan
- 10. Canada



KEY FINDINGS ON TTCI IN SPAIN



WE HAD A ROUTE MAP

Business Environment

4TH LARGEST EUROZONE ECONOMY

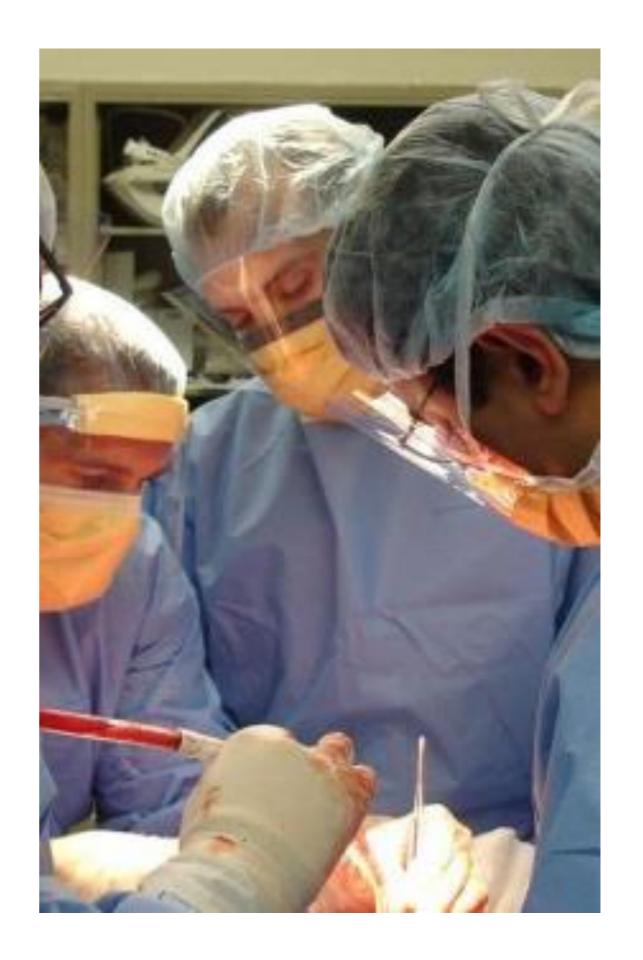


Safety&Security



Health System

World wide benchmark in organ transplant



Labour Market



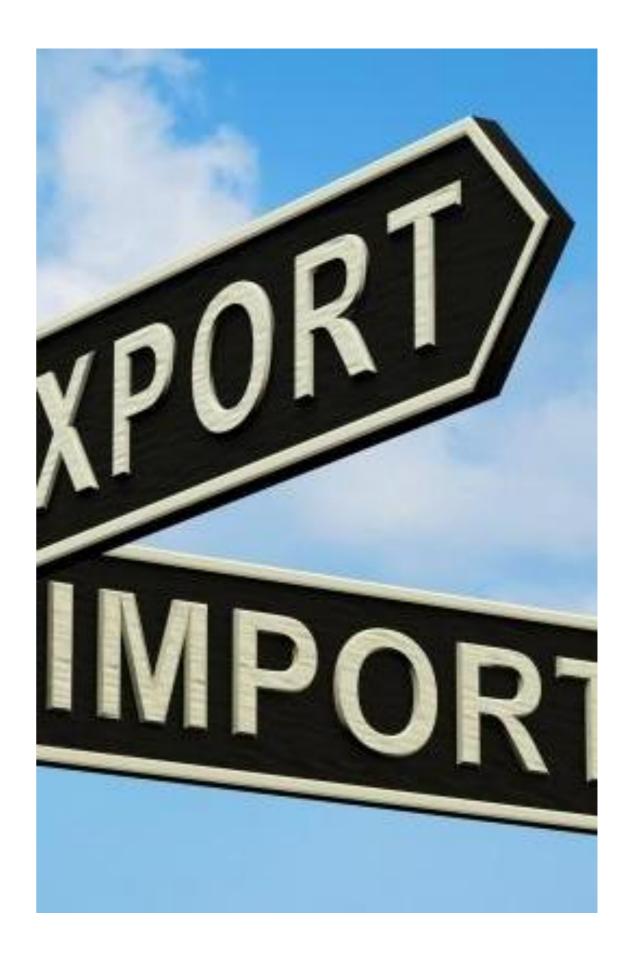
ICTs Facilities



T&T Political Prioritization



International Openness



Environmental sustainability



Infrastructures



Natural
Resources
2nd country in
Biosphere
reserves



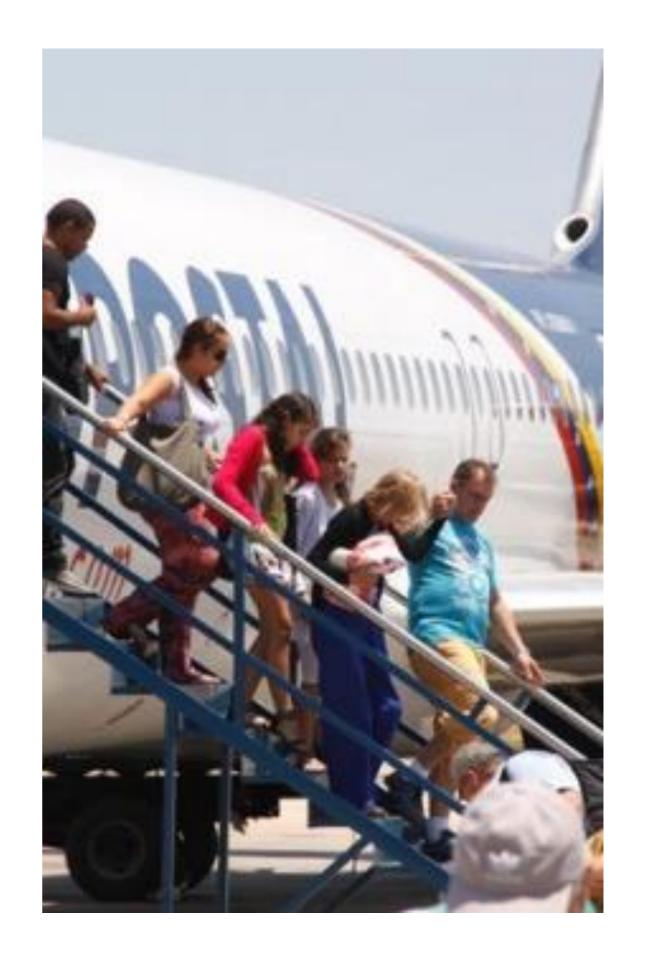
Cultural Resources

3d country in world heritage



2016

- 78 B€
- 77, 3 M
- 82% come bacK



Discover why...

https://www.youtube.com/watch?v=3L7vLzVOAsY

