



## **Sustainable Tourism in Spain, our experience**

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Sustainability,  
Is it an option?

# OBLIGATIONS















# 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>



THANKS