

Travel & Tourism competitiveness Index

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Source: *World Economic Forum*

The World Economic Forum has released the Travel & Tourism Competitiveness Report and Index in September 2019. **India's ranking improved from 40th to 34th**, the greatest improvement over 2017 among the top 25 per cent of all countries ranked in the report

About the Travel & Tourism competitiveness Index

- Published biennially, Travel & Tourism Competitiveness Report and Index benchmarks the T&T competitiveness of 140 economies and measures the set of factors and policies that enable the sustainable development of the Travel & Tourism (T&T) sector, which in turn, contributes to the development and competitiveness of a country.
- The index has been developed in the context of the World Economic Forum's Industry Programme for Aviation, Travel and Tourism, as part of the Platform for Shaping the Future of Mobility
- It is undertaken in close collaboration with **World Economic Forum's data partners Bloom Consulting, STR Global, the International Air Transport Association (IATA), the International Union for Conservation of Nature (IUCN), the World Tourism Organization (UNWTO), and the World Travel & Tourism Council (WTTC).**
- Top five countries in the 2019 index are; Spain, France, Germany, Japan and The USA
- Published **under the theme of "Travel and Tourism at a Tipping Point"**, the report's results demonstrate the healthy growth of the industry, with increased

competitiveness worldwide set against the slower improvement and adoption rates of necessary infrastructure and sustainable tourism management practices respectively

- The results of the Travel and Tourism Competitiveness Report 2019 provides a tool for stakeholders to assess opportunities and anticipate pain points that will unlock, or hinder, the long-term prosperity and positive impact of the sector.

