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IMPROVING THE STATE
OF THE WORLD

KRITERIA PENILAIAN INDEX DAYASAING PARIWISATA 2009

Disunting oleh :

CARETOURISM

Sumber :

**TRAVEL & TOURISM COMPETITIVENESS INDEX REPORT 2009
WORLD ECONOMIC FORUM, Geneva – 2009**

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Dalam penilaian index dayasaing pariwisata (Travel & Tourism Competitiveness Index, TTCI), WEF (World Economic Forum) menggunakan kriteria penilaian yang dikelompokkan dalam tiga Sub-index, yaitu :

Sub-index A: T&T Regulatory Framework (5 pillar);

Sub-index B: T&T Business Invironment and Infrastrurcture (5 pillar); dan

Sub-index C: T&T Human, Cultural and Natural Resources (4 pillar).

Masing-masing pillar terdiri dari beberapa unsur kriteria penilaian sebagai berikut:

Sub-index A: The T&T regulatory Framework

- | | |
|---|---|
| Pillar 1: Policy Rules and Regulations | 1.01 Prevalence of Foreign Ownership |
| | 1.02 Property Rights |
| | 1.03 Business Impact of Rules on FDI |
| | 1.04 Visa Requirements (hard data) |
| | 1.05 Openness of Bilateral Air service Agreements (hard data) |
| | 1.06 Transparency of Government Policymaking |
| | 1.07 Time Required to Start a Business (hard data) |
| | 1.08 Cost to Start a Business (hard data) |
| Pillar 2: Environmental Sustainability | 2.01 Stringency of Environment Regulation |
| | 2.02 Enforcement of Environment Regulation |
| | 2.03 Sustainability of T&T Industry Development |
| | 2.04 Carbon dioxide emissions (hard data) |
| | 2.05 Particulate matter concentration (hard data) |
| | 2.06 Threatened Species (hard data) |
| | 2.07 Environment treaty Ratification (hard data) |
| Pillar 3: Safety and Security | 3.01 Business Cost of Terrorism |
| | 3.02 Reliability of Police Services |
| | 3.03 Business Cost of Crime and Violence |
| | 3.04 Road Traffic Accidents (hard data) |
| Pillar 4: Health and Hygiene | 4.01 Physician density (hard data) |
| | 4.02 Access to Improved Sanitation (hard data) |
| | 4.03 Access to Improved Drinking Water (hard data) |
| | 4.04 Hospital Beds (hard data) |

- Pillar 5:** Prioritization of Travel & Tourism
- 5.01 Government Prioritization of the T&T Industry
 - 5.02 T&T Government Expenditure (hard data)
 - 5.03 Effectiveness of Marketing and Branding to Attract Tourists
 - 5.04 T&T Fair Attendance (hard data)

Sub-index B: T&T Business Environment and Infrastructure

- Pillar 6:** Air Transport Infrastructure
- 6.01 Quality of Air Transport Facilities
 - 6.02 Available Seat-kilometers, domestic (hard data)²
 - 6.03 Available Seat-kilometers, international (hard data)²
 - 6.04 Departures per 1,000 populations (hard data)
 - 6.05 Airport Density (hard data)
 - 6.06 Number of Operating Airlines (hard data)
 - 6.07 International Air Transport Network (hard data)

- Pillar 7:** Ground Transport Infrastructure
- 7.01 Quality of Roads
 - 7.02 Quality of Railroad Infrastructure
 - 7.03 Quality of Port Infrastructure
 - 7.04 Quality of Domestic Transport Network
 - 7.05 Road Density (hard data)

- Pillar 8:** Tourism Infrastructure
- 8.01 Hotel Rooms (hard data)
 - 8.02 Presence of Major Car Rental (hard data)
 - 8.03 ATMs accepting Visa Cards (hard data)

- Pillar 9:** ICT Infrastructure
- 9.01 Extent of Business Internet Use
 - 9.02 Internet Users (hard data)
 - 9.03 Telephone Lines (hard data)
 - 9.04 Broadband Internet Subscribers (hard data)
 - 9.05 Mobile Telephone Subscribers (hard data)

- Pillar 10:** Price Competitiveness in T&T Industry
- 10.01 Ticket Taxes and Airport Charges (hard data)
 - 10.02 Purchasing Power Parity (hard data)
 - 10.03 Extent and Effect of Taxation
 - 10.04 Fuel Price Levels (hard data)
 - 10.05 Hotel Price Index (hard data)

Sub-index C: T&T Human, Cultural and Natural Resources

- Pillar 11:** Human Resources
- 11.01 Primary Education Enrollment (hard data)
 - 11.02 Secondary Education Enrollment (hard data)
 - 11.03 Quality of the Educational System
 - 11.04 Local Availability of Specialized Research and Training Services
 - 11.05 Extent of Staff Training

Availability of Qualified Labor	11.06 Hiring and Firing Practices 11.07 Ease of Hiring Foreign Labor 11.08 HIV Prevalence (hard data) ³ 11.09 Business Impact of HIV/AIDS ³ 11.10 Life Expectancy (hard data)
Pillar 12: Affinity for Travel & Tourism	12.01 Tourism Openness (hard data) 12.02 Attitude of Population toward Foreign Visitors 12.03 Extension of Business Trip Recommended
Pillar 13: Cultural Resources	13.01 Number of World Heritage Natural Sites (hard data) 13.02 Protected Areas (hard data) 13.03 Quality of the Natural Environment 13.04 Total Known Species (hard data)
Pillar 14: Natural Resources	14.01 Number of World Heritage Cultural Sites (hard data) 14.02 Sport Stadiums (hard data) 14.03 Number of International Fairs and Exhibitions (hard data) 14.04 Creative Industries Export (hard data)

Notes:

- 1 The Standard Formula for converting each hard data variables to the 1-to-7 scale is

$$6 \times \left(\frac{\text{Country Score} - \text{Sample Minimum}}{\text{Sample Maximum} - \text{Sample Minimum}} \right) + 1$$

The *Sample Minimum* and the *Sample Maximum* are the lowest and highest score of the overall sample, respectively. For those hard data variables for which a higher value indicates a worse outcome (i.e. road traffic accidents, fuel price level), we rely on normalization formula that, in addition to converting the series to a 1-to-7 scale, reverses it, so that 1 and 7 still correspond to the worst and the best possible outcomes, respectively:

$$-6 \times \left(\frac{\text{Country Score} - \text{Sample Minimum}}{\text{Sample Maximum} - \text{Sample Minimum}} \right) + 7$$

- 2 Variable 6.02 Available Seat Kilometers, Domestic and 6.03 Available Seat Kilometers, International combine to form One Single Variable.
- 3 The impact of HIV/AIDS on T & T competitiveness depends not only on its respective incidence rate, but also on how costly it is for business. Therefore, in order to estimate the impacts of HIV/AIDS, we combine its incidence rate with Survey question on its perceived cost to businesses. To combine these data we first take the ratio of each country's incidence rate relative to the highest incidence rate in the whole sample. This inverse of this ratio is then multiplied by each country's score on the related Survey question. This product is then normalized to 1-to-7 scale, regardless of their scores on the related Survey question.
