
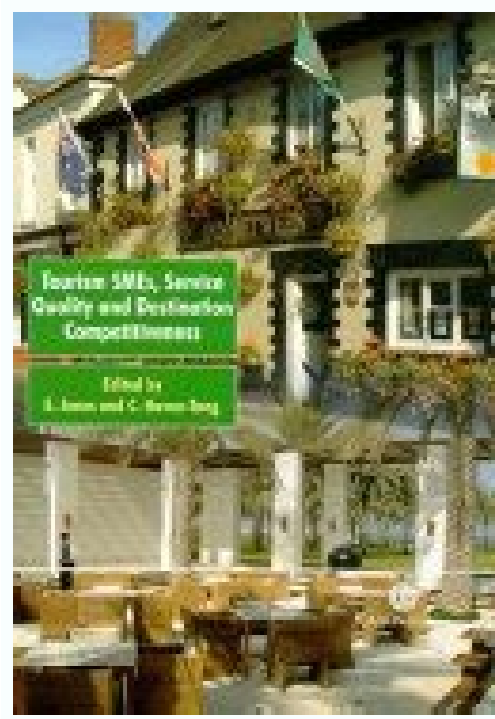


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Insight Report

# The Travel & Tourism Competitiveness Report 2019

## Travel and Tourism at a Tipping Point



South and Central America: Top 10 most tourism-ready economies

Travel & Tourism Competitiveness Report 2019

Country	Overall rank
Ecuador	39
Mexico	50
Panama	54
Costa Rica	42
Barbados	46
Chile	56
Puerto Rico	55
Argentina	57
Peru	58
Colombia	58

Source: World Economic Forum 2019. Travel & Tourism Competitiveness Report measures the ability of a country to attract and enable the sustainable development of the Travel & Tourism sector, which includes the ability to attract and enable the sustainable development of the Travel & Tourism sector, which includes the ability to attract and enable the sustainable development of the Travel & Tourism sector.



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### A study of relationship between tourism price competitiveness and international tourist arrivals: A comparative study of Nigeria and selected African countries

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**Abstract**

The purpose of this study was to examine the relationship between tourism price competitiveness and international tourist arrivals in Nigeria and to have a comparative study of tourism price competitiveness and international tourist arrivals of selected African countries with Nigeria. The study made use of secondary data collected from the database of world bank and world economic forum travel and tourism competitiveness index. The findings indicated that tourism price competitiveness had a significant relationship with international tourist arrivals. The ranking for Nigeria was above average for the period under review, but the position of Nigeria in price ranking has not translated to high number of international tourist arrivals to the country as compared to other top destinations in Africa. Therefore, there is need to improve on other factors that form the choice of international tourists in choosing a destination, as tourists do not search for cheaper destinations but destinations with value for money.

**Keywords:** tourism, destination, price, competitiveness, Nigeria, Africa

**Introduction**

Tourism is an important sector for African economies and has been praised for its capacity to stimulate economic growth through job creations, and by attracting investments and fostering entrepreneurship, while also contributing to preservation of ecosystems and biodiversity, protection of cultural heritage and promotion of empowerment of local communities [United Nations Conference on Trade and Development (UNCTAD) 2017]<sup>[1]</sup>. The development of tourism destination areas all over the world has contributed to the increase in international tourist arrivals as these destinations use various marketing strategies to attract tourists to their regions. Travel and Tourism generated US \$7.6 billion (10% of global GDP) and 277 million jobs (1 in 11 jobs) for the global economy in 2014. Recent years have also seen tourism sector growing at a faster rate. International tourist arrivals have surged, reaching nearly 1.14 billion and visitor spending more than matched that growth (World Travel & Tourism Council, 2015)<sup>[2]</sup>. In Africa, the sector has expanded significantly since the mid-1990s, with the number of tourist arrivals to the continent doubling from 24 million between 1995 and 1998, to 48 million between 2005 and 2008, and increasing to 56 million between 2011 and 2014. In terms of growth, international tourist arrival, to Africa grew by an average of 6 percent per year (UNCTAD, 2017)<sup>[3]</sup>. According to the Travel and Tourism Competitiveness Index of World Economic Forum (2015)<sup>[4]</sup>, destinations compete for international tourists when they are able to provide an enabling environment, improve on travel and tourism policy and enabling conditions, provide necessary infrastructure and

preserve the natural and cultural resources of the destination. Under the Travel and Tourism Policy and Enabling conditions price competitiveness is one of the pillars that if properly articulated, could lead to increase in international tourist arrivals to a destination. The price competitiveness comprises of ticket taxes and airport charges, Hotel price index, Purchasing Power Parity (PPP) and fuel price level. From the competitive index, price competitiveness for Nigeria was 68<sup>th</sup> out of 136 countries surveyed, with a score of 4.9. On its components, ticket taxes and airport charges 0 – 100 (best) was 69th, Hotel price index US\$ was 92nd, Purchasing Power Parity (PPP), was 63rd, and fuel price levels US\$ cents/litre was 26th.

Despite the positive direction of the country's price competitiveness (4.9/7.0), Nigeria over the years have not been able to compete with other top destinations in Africa in terms of tourist arrivals. Meanwhile, quite a number of studies have been carried out in the area of tourism development and international tourist arrivals, but empirical studies in the area of relationships between tourism price competitiveness and international tourist arrivals in Nigeria remain scanty. It is on this that the study is based to examine the relationship between tourism price competitiveness and international tourist arrivals in Nigeria and also to conduct a comparative study on tourism price competitiveness and international tourist arrivals between Nigeria and selected African countries.

**Review of related literature**

**Concept of Pricing**

Price is the amount of money charged for a good or service.

Disclaimer: Country borders or names do not necessarily reflect the World Bank Group's official position. We hope the insights provided from our CBR and Digital Demand tools helps paint a vivid picture of the strengths and weaknesses of economies. The 2021 WEF's Travel & Tourism Competitiveness Report will be published early 2022. Bloom Consulting is once again a data partner for the World Economic Forum's (WEF) Travel & Tourism Competitiveness Report (TTCR), a biannual "strategic benchmarking tool" that measures a broad range of tourism and travel related indicators and policies of over 100 countries. The report, to be published early 2022, is also an index that gives economies an overall score on where they rank against other countries and regions. To collect and analyse this data, the index is organised into four subindexes including Enabling Environment, T&T Policy and Enabling Conditions, Infrastructure and Natural and Cultural Resources. Resilience, for example, which is the ability of a destination to cope with disruptive shocks such as an outbreak, a new strain of the virus or changing government regulations; sustainability, to what extent are destinations investing in sustainable tourism, including ecotourism; and safety – is a place considered hygienic and safe? Bloom Consulting's role. Bloom Consulting is part of the Advisory Group for the Travel and Tourism Competitiveness Index 2021 and together with its intelligence company, D2 – Analytics is one of the international official data partners for the report. Statistical data makes up two-thirds of the dataset in the report, the other third comes from a qualitative analysis from the World Economic Forum's annual Executive Opinion Survey. Image: The T&T Competitiveness Index 2019 overall rank. Data Source: WEF - Travel & Tourism Competitiveness Report Published every two years by the World Economic Forum, the Travel & Tourism Competitiveness Report and Index compares the 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 TTCR is part of the Platform for Shaping the Future of Mobility, a WEF initiative that aims to accelerate the global transition to safer, cleaner and more inclusive transportation systems, including in an evolving tourism and travel industry. Impact of the pandemic on tourism and travel The last two years have seen considerable change and loss in the industry. It also serves as a platform for multi-stakeholder dialogue to understand and anticipate emerging trends, adapt their policies, practices and investment decisions, and accelerate new models<sup>5</sup>. Other international data partners for this report include the International Air Transport Association, World Travel & Tourism Council, the World Tourism Organization, and others Bloom Consulting provided data using its Bloom Consulting Country Brand Ranking © and D2 – Digital Demand © that together measure the effectiveness of a Country's Brand. \* For Regional and Income Group breakdowns, visit: Knowledgebase Article #378834. The Travel and Tourism Competitiveness Index measures "the set of factors and policies that enable the sustainable development of the travel and tourism sector, which in turn, contributes to the development and competitiveness of a country". From 2015 to 2019, an average of 63.3% of all countries have available data for this indicator Data Stats Years collected: 1992 - 2016 Countries covered: 77 Disclaimer: Country borders or names do not necessarily reflect the World Bank Group's official position. Changing government policies, new rules on vaccinations and quarantines, and the discovery of new mutations continue to impact the full recovery of the industry – as evidenced by the economic impact in 2021, two years on from the beginning of the pandemic. It is likely therefore, that the report may take into consideration a multitude of aspects, including the pandemic's impact on tourism, as well as governance and sustainability. This map is for illustrative purposes and does not imply the expression of any opinion on the part of the World Bank, concerning the legal status of any country or territory or concerning the delimitation of frontiers or boundaries. Under the subindexes sit 14 more specific pillars. The WEF says the index "serves as a strategic benchmarking tool for policy-makers, companies and complementary sectors to advance the future development of T&T. Bloom Consulting is an official data partner of the World Economic Forum. It provides insightful information on which countries are performing well, and why. Will the pandemic have an impact on the overall results in 2021? In addition, the index measures any changes in the positions, compared with previous years. See the Travel & Tourism Competitiveness Report and Index The World Economic Forum has, for the past 11 years, engaged leaders in travel and tourism to carry out an in-depth analysis of the Travel and Tourism competitiveness of 136 economies across the world. Despite the gradual recovery, the sector is set to lose a further \$2 trillion (€1.78 trillion) in revenues world wide in 2021, the same amongst lost in 2020, according to a recent United Nations report. Whilst the industry has begun to recover from the Covid-19 pandemic, it is not immune to shocks and sets backs. (HIC: High Income Countries, LIC: Low Income Countries, UMC: Upper Middle Countries, LMC: Lower Middle Countries.) For information on the Suggested Peers algorithm, visit the Tools page. Guinea has the highest year-on-year average growth rate at 13.18% whereas Barbados has lowest year-on-year average growth rate at -4.17% No data is available for these countries for the selected years. Many in the industry are already describing these shift in values as the "Great Reset of Tourism", hence TTCR benchmarking reports may place a greater emphasis on future focused criteria such as these. The theme of this edition Paving the Way for a More Sustainable and Inclusive Future, reflects the increasing focus on ensuring

the industry's sustained growth in an uncertain environment while preserving the natural environment and local communities on which it so richly depends. Data Source: WEF - Travel & Tourism Competitiveness Index Country 2006 2009 2010 WEF Travel & Tourism Competitiveness Index, 1-7 (best) 5.0 7.0 Data Source: WEF - Travel & Tourism Competitiveness Index Blue = Data, Grey = No Data 64.22% of all countries have available data for this indicator for 2019. The Travel and Tourism Competitiveness Index enables all stakeholders to work together to improve the industry's competitiveness in their national economies. The measurement framework could be updated this year to reflect changing priorities in the industry. The 2019 T&T Competitiveness Index framework. Use Your Default Country Data Set: WEF - Travel & Tourism Competitiveness Index Brazil experienced a year-on-year average growth rate of 1.04% for the time period 2015 to 2019. Most likely the current framework will take into consideration a multitude of new aspects such as the pandemic's impact on tourism, governance or sustainability. This helps countries measure whether or not tourism strategies are working. How is the TTCR index organised? The index is a cross-country comparative tool which gives extensive insights into how a country is performing in relation to tourism and travel competitiveness. Bloom Consulting has been providing Nation Brand consulting and providing analytics and measurement about countries, regions and cities since 2003 and is proud to share its intelligence with the WEF since 2015 "Anyone invested and involved in tourism and travel should read the CBR report and the WEF report soon to be released. It details where countries sit within a ranking index, thus provides concrete evidence on what policies and strategies are working.

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