Sustainable Tourism in Spain, our experience

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Jose M. Soria

Former Minister of Industry, Energy, Tourism and Telecommunications

2011-2016
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
Plan Nacional e Integral de Turismo (PNIT)

Hoja de ruta para mejorar la competitividad del sector turístico

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!