

Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

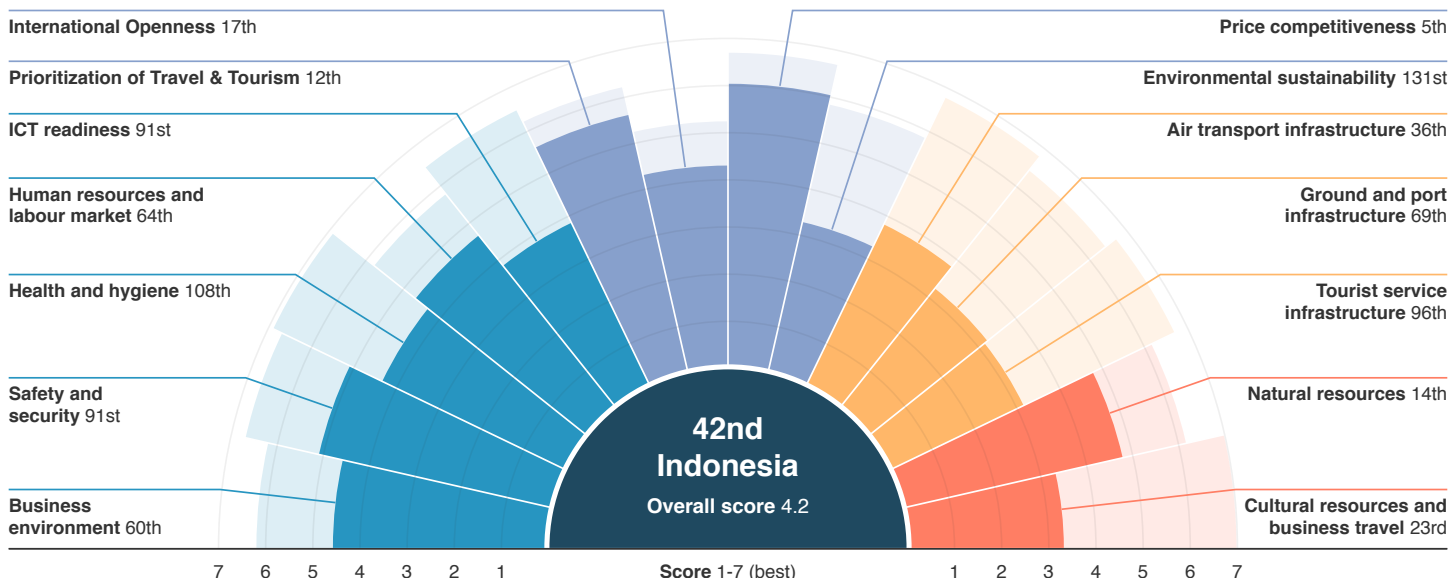
International tourist arrivals	10,406,759	T&T industry GDP	US \$28,208.9 million
International tourism inbound receipts	US \$10,761.0 million	% of total	3.3%
Average receipts per arrival	US \$1,034.0	T&T industry employment	3,468,440 jobs
		% of total	2.9%

Performance Overview

Key Score Highest score

Pillar Rank/136

Pillar Rank/136



Indonesia ranks 42nd, climbing eight places. The country has made the most of its globally recognized natural resources (14th) at very affordable prices (5th). To build on its assets, Indonesia has emphasized its cultural resources (23rd) and prioritized the T&T sector as an important driver of economic development. Currently representing 6% of the country's exports, the government recognizes the potential of T&T and is investing about 9% of its budget in the sector. Indonesia has further improved its international openness (17th, up 38 positions), becoming the country with the 2nd strongest visa policy. The country has further expanded the offer and promotion of its

natural resources by increasing the size of protected areas and attracting more online interest on natural activities. Still, better protection of the environment (131st) remains a key risk factor for sustained development of the sector going forward. Being home of one of the most biodiverse habitat in the world, Indonesia must address deforestation (113th), insufficient treatment of wastewaters (109th) and augmenting species listed as threatened (127th). Indonesia should also focus on improving its tourism service infrastructure (96th), with the supply of hotel rooms still low (93rd).

Past performance

Travel & Tourism Competitiveness Edition	2015	2017
Rank	50 / 141	42 / 136
Score	4.0	4.2

Travel & Tourism Competitiveness Index 2017 edition

Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
Business environment	60	4.5	International Openness	17	4.3
Property rights	60	4.4	Visa requirements 0–100 (best)	2	86.0
Business impact of rules on FDI	91	4.3	Openness of bilateral Air Service Agreements 0–38 (best)	31	14.3
Efficiency of legal framework in settling disputes	52	4.0	Number of regional trade agreements in force number	57	13.0
Efficiency of legal framework in challenging regs	42	3.9	Price competitiveness	5	6.0
Time required to deal with construction permits days	100	200	Ticket taxes and airport charges 0–100 (best)	42	81.2
Cost to deal with construction permits % construction cost	103	5.1	Hotel price index US\$	7	76.0
Extent of market dominance	43	4.0	Purchasing power parity PPP \$	8	0.3
Time to start a business days	105	24.9	Fuel price levels US\$ cents/litre	13	62.0
Cost to start a business % GNI per capita	103	19.4	Environmental sustainability	131	3.2
Effect of taxation on incentives to work	42	4.2	Stringency of environmental regulations	76	3.9
Effect of taxation on incentives to invest	35	4.1	Enforcement of environmental regulations	60	4.0
Total tax rate % profits	39	30.6	Sustainability of travel and tourism industry development	60	4.5
Safety and security	91	5.1	Particulate matter (2.5) concentration µg/m3	73	9.0
Business costs of crime and violence	100	3.9	Environmental treaty ratification 0–27 (best)	67	21
Reliability of police services	70	4.3	Baseline water stress 5–0 (best)	88	2.8
Business costs of terrorism	113	4.2	Threatened species % total species	127	13.5
Index of terrorism incidence	107	5.9	Forest cover change % change	113	0.1
Homicide rate /100,000 pop.	6	0.5	Wastewater treatment %	109	0.0
Health and hygiene	108	4.3	Costal shelf fishing pressure tonnes/km2	69	0.2
Physician density /1,000 pop	109	0.2	Air transport infrastructure	36	3.8
Access to improved sanitation % pop.	103	60.8	Quality of air transport infrastructure	62	4.5
Access to improved drinking water % pop.	102	87.4	Available seat kilometres, domestic millions	6	1839.4
Hospital beds /10,000 pop.	110	9.0	Available seat kilometres, international millions	26	1030.5
HIV prevalence % adult pop.	85	0.5	Aircraft departures /1,000 pop.	77	2.5
Malaria incidence cases/100,000 pop.	111	1611.3	Airport density airports/million pop.	91	0.7
Human resources and labour market	64	4.6	Number of operating airlines Number	35	62.0
Primary education enrollment rate net %	103	89.7	Ground and port infrastructure	69	3.2
Secondary education enrollment rate gross %	90	82.5	Quality of roads	74	3.9
Extent of staff training	34	4.5	Road density % total territorial area	72	-
Degree of customer orientation	49	4.9	Paved road density % total territorial area	69	-
Hiring and firing practices	27	4.4	Quality of railroad infrastructure	39	3.8
Ease of finding skilled employees	45	4.6	Railroad density km of roads/land area	82	0.2
Ease of hiring foreign labour	59	4.1	Quality of port infrastructure	75	3.9
Pay and productivity	29	4.6	Ground transport efficiency	45	4.0
Female participation in the labor force ratio to men	113	0.61	Tourist service infrastructure	96	3.1
ICT readiness	91	3.8	Hotel rooms number/100 pop.	93	0.2
ICT use for biz-to-biz transactions	58	4.8	Quality of tourism infrastructure	53	4.9
Internet use for biz-to-consumer transactions	28	5.4	Presence of major car rental companies	113	2
Internet users % pop.	106	22.0	Automated teller machines number/thousand adult pop.	66	49.6
Fixed-broadband Internet subscriptions /100 pop.	107	1.1	Natural resources	14	4.7
Mobile-cellular telephone subscriptions /100 pop.	40	132.3	Number of World Heritage natural sites number of sites	11	4
Mobile-broadband subscriptions /100 pop.	82	42.0	Total known species number of species	4	2762
Mobile network coverage % pop.	108	95.0	Total protected areas % total territorial area	79	14.7
Quality of electricity supply	88	4.2	Natural tourism digital demand 0–100 (best)	43	23
Prioritization of Travel & Tourism	12	5.6	Attractiveness of natural assets	53	5.4
Government prioritization of travel and tourism industry	67	4.8	Cultural resources and business travel	23	3.3
T&T government expenditure % government budget	13	9.3	Number of World Heritage cultural sites number of sites	55	4
Effectiveness of marketing and branding to attract tourists	51	4.7	Oral and intangible cultural heritage number of expressions	18	8
Comprehensiveness of annual T&T data 0–120 (best)	21	90	Sports stadiums number of large stadiums	16	30.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	28	20.0	Number of international association meetings 3-year average	39	100.3
Country brand strategy rating 1–10 (best)	47	79.1	Cultural and entertainment tourism digital demand 0–100 (best)	58	11

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at <http://wef.ch/ttr>