

Iran, Islamic Rep.

Key indicators

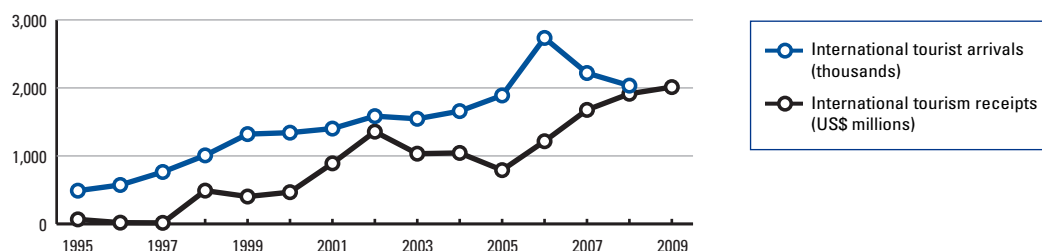
Population (millions), 2009.....	72.9
Surface area (1,000 square kilometers).....	1,745.2
Gross domestic product (US\$ billions), 2009.....	325.9
Gross domestic product (PPP, US\$) per capita, 2009.....	10,938.8
Real GDP growth (percent), 2009.....	1.1
Environmental Performance Index, 2010 (out of 163 economies).....	78

Travel & Tourism indicators

		Percent of total	2011–2020 annual growth (% forecast)
T&T industry, 2010 estimates			
GDP (US\$ millions).....	11,925	3.0	4.4
Employment (1,000 jobs).....	594	2.7	2.0
T&T economy, 2010 estimates			
GDP (US\$ millions).....	33,709	8.4	3.8
Employment (1,000 jobs).....	1,610	7.4	1.6

Source: World Travel & Tourism Council, TSA Research 2010

International tourist arrivals (thousands), 2008.....2,034.0
International tourism receipts (US\$ millions), 20092,012.0



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 139)	Score (1–7 scale)
2011 Index	114	3.4
2009 Index.....	n/a	n/a
T&T regulatory framework	131	3.4
Policy rules and regulations.....	112	3.7
Environmental sustainability.....	83	4.3
Safety and security.....	121	3.9
Health and hygiene.....	121	2.2
Prioritization of Travel & Tourism.....	133	3.0
T&T business environment and infrastructure	103	3.0
Air transport infrastructure.....	94	2.6
Ground transport infrastructure.....	86	3.2
Tourism infrastructure.....	136	1.1
ICT infrastructure.....	89	2.7
Price competitiveness in the T&T industry.....	7	5.5
T&T human, cultural, and natural resources	91	3.6
Human resources.....	95	4.6
Education and training.....	77	4.6
Availability of qualified labor.....	110	4.6
Affinity for Travel & Tourism.....	130	3.9
Natural resources.....	72	3.0
Cultural resources.....	52	3.0

Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

The Travel & Tourism Competitiveness Index in detail

INDICATOR	RANK/139	INDICATOR	RANK/139
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership.....139	8.01	Hotel rooms*112
1.02	Property rights70	8.02	Presence of major car rental companies*133
1.03	Business impact of rules on FDI129	8.03	ATMs accepting Visa cards*138
1.04	Visa requirements*138		
1.05	Openness of bilateral Air Service Agreements*114	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking124	9.01	Extent of business Internet use128
1.07	Time required to start a business* 28	9.02	Internet users*101
1.08	Cost to start a business* 39	9.03	Telephone lines* 33
1.09	GATS commitments*n/a	9.04	Broadband Internet subscribers*101
		9.05	Mobile telephone subscribers*96
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation64	10.01	Ticket taxes and airport charges* 11
2.02	Enforcement of environmental regulation64	10.02	Purchasing power parity* 14
2.03	Sustainability of T&T industry development113	10.03	Extent and effect of taxation72
2.04	Carbon dioxide emissions*95	10.04	Fuel price levels* 14
2.05	Particulate matter concentration*94	10.05	Hotel price index*n/a
2.06	Threatened species*90		
2.07	Environmental treaty ratification* 46	11th pillar: Human resources	
		11.01	Primary education enrollment* 5
3rd pillar: Safety and security		11.02	Secondary education enrollment*82
3.01	Business costs of terrorism119	11.03	Quality of the educational system108
3.02	Reliability of police services53	11.04	Local availability of research and training services74
3.03	Business costs of crime and violence101	11.05	Extent of staff training132
3.04	Road traffic accidents*130	11.06	Hiring and firing practices90
		11.07	Ease of hiring foreign labor137
4th pillar: Health and hygiene		11.08	HIV prevalence*56
4.01	Physician density*92	11.09	Business impact of HIV/AIDS66
4.02	Access to improved sanitation*n/a	11.10	Life expectancy*74
4.03	Access to improved drinking water*n/a		
4.04	Hospital beds*99	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness*92
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors137
5.01	Government prioritization of the T&T industry133	12.03	Extension of business trips recommended103
5.02	T&T government expenditure*82		
5.03	Effectiveness of marketing and branding116	13th pillar: Natural resources	
5.04	Comprehensiveness of annual T&T data*131	13.01	Number of World Heritage natural sites*75
5.05	Timeliness of providing monthly/quarterly T&T data*122	13.02	Protected areas*82
		13.03	Quality of the natural environment 23
6th pillar: Air transport infrastructure		13.04	Total known species*54
6.01	Quality of air transport infrastructure130		
6.02	Available seat kilometers, domestic* 24	14th pillar: Cultural resources	
6.03	Available seat kilometers, international*66	14.01	Number of World Heritage cultural sites* 10
6.04	Departures per 1,000 population*n/a	14.02	Sports stadiums*133
6.05	Airport density*63	14.03	Number of international fairs and exhibitions*83
6.06	Number of operating airlines*59	14.04	Creative industries exports* 39
6.07	International air transport network132		
7th pillar: Ground transport infrastructure			
7.01	Quality of roads74		
7.02	Quality of railroad infrastructure53		
7.03	Quality of port infrastructure84		
7.04	Quality of ground transport network114		
7.05	Road density*111		

Notes: Ranks of notable competitive advantages are **highlighted**. An asterisk (*) indicates that data are from sources other than the World Economic Forum. For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.