

GENERAL ASSEMBLY OF NORTH CAROLINA

SESSION 1991

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SENATE BILL 703

Short Title: Travel and Tourism Policy Act.

(Public)

Sponsors: Senators Warren; Plexico, Sherron, Talley, and Ward.

Referred to: Travel, Tourism, and Cultural Resources.

April 18, 1991

A BILL TO BE ENTITLED

AN ACT TO PROVIDE THE TRAVEL AND TOURISM POLICY OF NORTH
CAROLINA.

The General Assembly of North Carolina enacts:

Section 1. This act shall be known as the Travel and Tourism Policy Act.

Sec. 2. The General Assembly of North Carolina finds that:

(1) The State of North Carolina is endowed with great scenic beauty, historical sites, and cultural resources, and with a population whose ethnic diversity and traditions are attractive to visitors.

(2) These resources should be preserved and nurtured, not only because they are appreciated by other Americans and by visitors from other lands, but because they are valued by the State's own residents.

(3) Tourism provides economic well-being by contributing to employment and economic development, generating State revenues and receipts for local businesses, and increasing international trade.

(4) Tourism is an educational and informational medium for personal growth which informs residents about their State's geography and history, their political institutions, their cultural resources, and their environment, and about each other.

(5) Tourism instills State pride and a sense of common interest among the people of the State.

(6) Tourism enhances the quality of life and well-being of the State's residents by affording recreation, new experiences, and opportunities for relief from job stress.

- 1 (7) Tourism promotes international understanding and goodwill, and
2 contributes to intercultural appreciation.
- 3 (8) Tourism engenders appreciation of the State's cultural, architectural,
4 technological, and industrial achievements.
- 5 (9) The development and promotion of tourism to and within the State is
6 in the interest of the people of North Carolina.
- 7 (10) Tourism should develop in an orderly manner in order to provide the
8 maximum benefit to the State and its residents.
- 9 (11) A comprehensive tourism policy is essential if tourism is to grow in an
10 orderly way.
- 11 Sec. 3. The policy of the State of North Carolina is to:
- 12 (1) Encourage the orderly growth and development of travel and tourism
13 to and within the State.
- 14 (2) Promote the State's travel and tourism resources to the residents of the
15 State, and to potential visitors from other states and other countries.
- 16 (3) Instill a sense of history in the State's young people by encouraging
17 family visits to State historic sites, and by promoting the preservation
18 and restoration of historic sites, trails, buildings, and districts.
- 19 (4) Promote the mental, emotional, and physical well-being of the people
20 of North Carolina by encouraging outdoor recreational activities
21 within the State.
- 22 (5) Strengthen a sense of common interest among the residents of the State
23 by encouraging them to visit each other's communities and discover
24 each other's traditions and ways of life.
- 25 (6) Increase national and international awareness of the State's cultural
26 contributions by encouraging attendance at orchestral, operatic,
27 dramatic, and other productions by artistic groups performing in the
28 State.
- 29 (7) Cultivate the State's commercial interests by encouraging local and
30 county fairs so that visitors may learn about local products and crafts.
- 31 (8) Encourage the talents and strengthen the economic independence of
32 State residents by encouraging the preservation of traditional craft
33 skills; the production of handicrafts and folk art by private artisans and
34 craftspeople; and the holding of craft demonstrations.
- 35 (9) Provide visitors to the State with a hospitable reception.
- 36 (10) Develop and maintain a statewide tourism data base.
- 37 (11) Encourage the protection of wildlife and natural resources and the
38 preservation of geological, archaeological, and cultural treasures in
39 tourist areas.
- 40 (12) Encourage, assist, and coordinate, where possible, the tourism
41 activities of local and area promotional organizations.
- 42 (13) Ensure that the tourism interest of the State is fully considered by State
43 agencies and the General Assembly in their deliberations; and
44 coordinate, to the maximum extent possible, all State activities in

1 support of tourism with the needs of the general public, the political
2 subdivisions of the State, and the tourism industry.

3 Sec. 4. The Department of Economic and Community Development, and the
4 Division of Travel and Tourism within that Department, shall implement the policies set
5 forth in this act. The Division of Travel and Tourism shall make an annual report to the
6 General Assembly regarding the status of the travel and tourism industry in North
7 Carolina; the report shall be submitted to the General Assembly by January 15 of each
8 year beginning January 15, 1992. The duties and responsibilities of the Department of
9 Economic and Community Development through the Division of Travel and Tourism
10 shall be to:

- 11 (1) Organize and coordinate programs designed to promote tourism within
12 the State and to the State from other states and foreign countries.
- 13 (2) Measure and forecast tourist volume, receipts, and impact, both social
14 and economic.
- 15 (3) Develop a comprehensive plan to promote tourism to the State.
- 16 (4) Encourage the development of the State's tourism infrastructure,
17 facilities, services, and attractions.
- 18 (5) Cooperate with neighboring states and the federal government to
19 promote tourism to the State from other countries.
- 20 (6) Develop opportunities for professional education and training in the
21 tourism industry.
- 22 (7) Provide advice and technical assistance to local public and private
23 tourism organizations in promoting tourism to the State.
- 24 (8) Encourage cooperation between State agencies and private individuals
25 and organizations to advance the State's tourist interests and seek the
26 views of these agencies and the private sector in the development of
27 State tourism programs and policies.
- 28 (9) Give leadership to all concerned with tourism in the State.
- 29 (10) Perform other functions necessary to the orderly growth and
30 development of tourism.
- 31 (11) Develop informational materials for visitors which, among other
32 things, shall:
 - 33 a. Describe the State's travel and tourism resources and the State's
34 history, economy, political institutions, cultural resources,
35 outdoor recreational facilities, and principal festivals.
 - 36 b. Urge visitors to protect endangered species, natural resources,
37 archaeological artifacts, and cultural treasures.
 - 38 c. Instill the ethic of stewardship of the State's natural resources.
- 39 (12) Foster an understanding among State residents and civil servants of the
40 economic importance of hospitality and tourism to the State.
- 41 (13) Work with local businesses, including banks and hotels, with
42 educational institutions, and with the United States Travel and
43 Tourism Administration, to provide special services for international
44 visitors, such as currency exchange facilities.

- 1 (14) Encourage the reduction of architectural and other barriers which
2 impede travel by physically handicapped persons.
3 Sec. 5. This act is effective upon ratification.