

# ASSEMBLY, No. 2581

## STATE OF NEW JERSEY 218th LEGISLATURE

INTRODUCED FEBRUARY 1, 2018

**Sponsored by:**

**Assemblyman RONALD S. DANCER**

**District 12 (Burlington, Middlesex, Monmouth and Ocean)**

**SYNOPSIS**

Requires Division of Travel and Tourism to establish Internet webpage promoting and advertising ecological and agricultural tourist attractions on division's website.

**CURRENT VERSION OF TEXT**

As introduced.



1 AN ACT concerning the promotion and advertisement of ecotourism  
2 and agritourism and amending P.L.1977, c.225.

3

4 **BE IT ENACTED** by the Senate and General Assembly of the State  
5 of New Jersey:

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7 1. Section 9 of P.L.1977, c.225 (C.34:1A-53) is amended to  
8 read as follows:

9 9. In the pursuance and promotion of a State policy on tourism,  
10 the division, at the direction of the Secretary of State, shall:

11 a. Provide and promote adequate opportunities for county and  
12 municipal participation, federal agency participation, and private  
13 citizens' involvement in the decision-making process of tourism  
14 planning and policy formulation;

15 b. Encourage all State, county, and municipal governmental  
16 and private agencies to do their utmost to assure the personal safety  
17 of residents and tourists both within and without tourist destination  
18 areas;

19 c. Take whatever administrative, litigable, and legislative steps  
20 as are necessary to minimize the problems of tourists in not  
21 receiving contracted services, including transportation, tours,  
22 hotels;

23 d. Attempt to reconcile and balance the activities and  
24 accommodations of the tourist with the daily pursuits and lifestyles  
25 of the residents;

26 e. Develop an understanding among all citizens of the role of  
27 tourism in New Jersey, both in terms of its economic and social  
28 importance and the problems it presents, through appropriate formal  
29 and informal learning experiences;

30 f. Cooperate with the Department of Education to promote  
31 throughout the educational system of New Jersey an awareness of  
32 New Jersey history and culture;

33 g. Ensure that the growth of the tourist industry is consistent  
34 with the attainment of economic, social, physical, and  
35 environmental objectives in any State plan and county plans that are  
36 adopted;

37 h. Continuously monitor and evaluate the social costs of  
38 growth of the tourist industry against the social benefits;

39 i. Emphasize in the State's tourism promotional efforts the  
40 high quality of the State's natural and cultural features;

41 j. Promote the tourist industry through such activities as  
42 Visitors Bureaus and similar county and municipal agencies, and  
43 assure that the tourist industry contributes its fair share of the cost  
44 of such promotion;

**EXPLANATION** – Matter enclosed in bold-faced brackets **[thus]** in the above bill is not enacted and is intended to be omitted in the law.

Matter underlined thus is new matter.

- 1 k. Request and receive from any department, division, board,  
2 bureau, commission, or other agency of the State, or any political  
3 subdivision or public authority thereof, such assistance and data as  
4 may be necessary to enable the division to carry out its  
5 responsibilities under this act;
- 6 l. In consultation with the council, review annually and, if  
7 necessary, revise or update the 10-year master plan developed  
8 pursuant to section 8 of P.L.1977, c.225 (C.34:1A-52), and submit a  
9 report to the Governor and the Legislature containing an evaluation  
10 of the preceding year's activities and developments in tourism and  
11 the revisions recommended in the master plan;
- 12 m. At the direction of the council, operate the division's Travel  
13 and Tourism Cooperative Marketing Campaign Program; **[and]**
- 14 n. Establish and operate the division's Travel and Tourism  
15 Advertising and Promotion Program; and
- 16 o. Establish a webpage on the Internet site of the Division of  
17 Travel and Tourism in the Department of State that promotes and  
18 advertises State and federal ecological and agricultural tourist  
19 attractions located in New Jersey. The webpage shall list each  
20 tourist attraction by type of attraction and location and shall  
21 include, but need not be limited to, State and federal parks and  
22 National Wildlife Refuges.  
23 (cf: P.L.2007, c.253, s.6)
- 24
- 25 2. This act shall take effect immediately.
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28 STATEMENT

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30 This bill requires the Division of Travel and Tourism in the  
31 Department of State to establish a webpage on the division's  
32 website that promotes and advertises State and federal ecological  
33 and agricultural tourist attractions in New Jersey. The bill requires  
34 the division to list the tourist attractions by type of attraction and by  
35 location. The bill also requires the division to include State and  
36 federal parks and National Wildlife Refuges on the webpage.