

**GENERAL ASSEMBLY OF NORTH CAROLINA**

**SESSION 1989**

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**HOUSE BILL 1961\***

Short Title: Tourism Research Proj. Funds.

(Public)

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Sponsors: Representatives Perdue and Warren.

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Referred to: Appropriations.

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May 11, 1989

A BILL TO BE ENTITLED

AN ACT TO APPROPRIATE FUNDS TO CONDUCT A RESEARCH PROJECT ON  
THE SUBJECT OF THE TRAVEL AND TOURISM INDUSTRY,  
PRELIMINARY TO DEVELOPING A LONG-TERM TOURISM  
DEVELOPMENT PLAN FOR NORTH CAROLINA.

The General Assembly of North Carolina enacts:

Section 1. There is appropriated from the General Fund to the Department of  
Commerce, Division of Travel and Tourism, the sum of \$200,000 for the 1989-90 fiscal  
year to contract with North Carolina State University or a private contractor to conduct  
a full and complete research project of the travel and tourism industry in North  
Carolina. This research project shall:

- (1) Assess the current tourism industry in North Carolina;
- (2) Determine the tourism potential of underdeveloped areas of the State  
and how best to build those areas to maximize their potential for  
tourism;
- (3) Determine the need for tourism developers in various regions of the  
State;
- (4) Determine a structure for the Travel and Tourism Division of the  
Department of Commerce that would best realize the full potential of  
North Carolina's travel resources;
- (5) Assess the various State programs related to tourism and determine  
how best to coordinate their activities and programs to gain maximum  
benefit to the State; and

- 1           (6) Determine funding and staffing needs, methods of assessing  
2           performance, and a structure for implementing various aspects of a  
3           long-term tourism development plan for North Carolina.  
4           This research project shall consist of two primary phases as follows:  
5           (1) Information about North Carolina, as well as travel and tourism  
6           programs in other states, shall be gathered; and  
7           (2) The actual long-term tourism development plan for North Carolina  
8           shall be developed.  
9           The development of this plan should involve representatives of all parts of the  
10          State and representatives of various and diverse interest groups.  
11          Sec. 2. This act shall become effective July 1, 1989.