

34:1A-45 to 34:1A-56

LEGISLATIVE HISTORY CHECKLIST

("Division of Travel & Tourism Act")

RISA 34:1A-45 to 34:1A-56

LAWS OF 1977

CHAPTER 225

Bill No. A3208 and A3228

Sponsor(s) Doyle, Hurley and others

Date Introduced April 21, 1977

Committee: Assembly State Gov't, Federal & Interstate Relations & Veterans Affairs

Senate -----

Amended during passage

Yes

~~Yes~~

Assembly Committee substitute enacted.

Date of Passage: Assembly May 9, 1977

Senate May 23, 1977

Date of approval September 17, 1977

Following statements are attached if available:

Sponsor statement

Yes

~~Yes~~

Committee Statement: Assembly

Yes

~~Yes~~

Senate

~~Yes~~

No

Fiscal Note

~~Yes~~

No

Veto Message

~~Yes~~

No

Message on signing

Yes

~~Yes~~

Following were printed:

Reports

~~Yes~~

No

Hearings

~~Yes~~

No

See attached

974.90 NJ Governor's Economic Recovery Commission Report.  
E19 V.1-p.31 (Recommendation for legislation).  
1976

9/1/78

M.S.

225  
9/11/77

ASSEMBLY COMMITTEE SUBSTITUTE FOR  
**ASSEMBLY Nos. 3228 and 3208**

**STATE OF NEW JERSEY**

By Assemblymen DOYLE and HURLEY

ADOPTED MAY 2, 1977

AN ACT establishing a Division of Travel and Tourism in the Department of Labor and Industry; transferring the functions, powers, and duties of the Office of Tourism and Promotion thereto; creating a Tourism Advisory Council; directing the formulation of a master plan for the development of tourism in this State; and supplementing Title 34 of the Revised Statutes.

1 BE IT ENACTED *by the Senate and General Assembly of the State*  
2 *of New Jersey:*

1 1. This act shall be known and may be cited as the "Division  
2 of Travel and Tourism Act."

1 2. The Legislature hereby finds and declares that:

2 a. Increased revenues for this State and more employment  
3 opportunities for its citizens will result from the proper promotion  
4 throughout the United States and the world of the many tourist  
5 attractions which New Jersey has to offer to vacationers and  
6 travelers.

7 b. Such proper promotion—and the desired expansion of tourism  
8 in New Jersey—will be enhanced by the elevation of the present  
9 Office of Tourism and Promotion to the more visible level of a  
10 division in the Department of Labor and Industry and by the  
11 formulation of a master plan for the development of the tourist  
12 industry throughout New Jersey.

13 c. The objective of State policy through its programs, agencies,  
14 and resources shall be to provide an optimum of satisfaction and  
15 high-quality service to visitors, to protect the natural beauty of  
16 New Jersey, and to sustain the economic health of the tourist  
17 industry in a manner and to the extent compatible with such goals.

1 3. As used in this act, unless a different meaning appears from  
2 the context:

3 a. "Council" means the Tourism Advisory Council.

4 b. "Director" means the Director of the Division of Travel  
5 and Tourism.

6 c. "Division" means the Division of Travel and Tourism.

7 d. "Tourism" means activities involved in providing and  
8 marketing services and products, including accommodations, for  
9 nonresidents and residents who travel to and in New Jersey for  
10 recreation and pleasure.

11 e. "Tourist industry" means the industry consisting of private  
12 and public organizations which directly or indirectly provide ser-  
13 vices and products to nonresidents and residents who travel to and  
14 in New Jersey for recreation and pleasure.

1 4. There is hereby established in the Department of Labor  
2 and Industry the Division of Travel and Tourism. The division  
3 shall be under the supervision of a director, who shall be a person  
4 qualified by training and experience to direct the work of such  
5 division. The director shall be appointed by the Governor after  
6 consultation with the council and with the advice and consent of  
7 the Senate; provided, however, that in the case of the first director  
8 to be appointed, the Governor shall not be required to consult with  
9 the council. The director shall serve during the term of office of  
10 the Governor appointing him and until his successor is appointed  
11 and qualified. The director shall receive such salary as shall be  
12 provided by law and shall devote his entire time and attention  
13 to the duties of his office and shall not, while in office, engage in  
14 any other gainful pursuit. The Governor may remove the director  
15 from office for cause, upon notice and opportunity to be heard.

1 5. All the functions, powers, and duties of the Office of Tourism  
2 and Promotion in the Division of Economic Development in the  
3 Department of Labor and Industry are transferred to the Division  
4 of Travel and Tourism established hereunder.

1 6. The transfer directed by this act shall be made in accordance  
2 with the "State Agency Transfer Act," P. L. 1971, c. 375  
3 (C. 52:14D-1 et seq.).

1 7. a. There is hereby created in the division the Tourism Ad-  
2 visory Council consisting of 12 members appointed as follows by  
3 the Governor, with the advice and consent of the Senate:

4 (1) Three representatives of the tourist industry;

5 (2) Three representatives from among the elected officials in  
6 those municipalities that expend funds for the advertising of their  
7 recreational, travel, and tourism attractions;

8 (3) Three representatives from among the county boards of  
9 freeholders of the State; and

10 (4) Three representatives of the public, one of whom the Gov-  
11 ernor shall designate as chairman for the term of his appointment.

12 b. Each member shall be appointed to a 3-year term, except  
13 that of the initial appointments, one member in each of the four  
14 groups specified above shall be appointed to a 3-year term, one to  
15 a 2-year term, and one to a 1-year term. Members shall serve until  
16 their successors are appointed and qualified. Vacancies occurring  
17 other than by expiration of term shall be filled for the unexpired  
18 term only.

19 c. No more than two representatives from each group shall be  
20 members of the same political party, and no more than six mem-  
21 bers of the council shall be of the same political party.

22 d. No county shall have more than two residents serving on the  
23 council.

24 e. The members of the council shall serve without compensation  
25 but shall be entitled to reimbursement for actual and necessary  
26 expenses incurred in the performance of their duties as members.

27 f. The director shall be a nonvoting member of the council.

1 8. The director, upon consultation with the council, shall develop  
2 a 10-year master plan for the growth of tourism for presentation  
3 to the Governor and the Legislature no later than February 1, 1979.

4 The plan shall include, but not be limited to, consideration of  
5 the following:

6 a. New Jersey's need for additional job opportunities and for  
7 tax revenues;

8 b. The optimum distribution of the tourist industry throughout  
9 the State and the effect of such industry on the environment;

10 c. The upgrading and improvement of the facilities and services  
11 available to tourists in New Jersey;

12 d. The development of tourist destination areas attractive in  
13 appearance, manageable in terms of densities, and with wholesome  
14 recreational opportunities;

15 e. The protection and preservation of shoreline areas;

16 f. The providing of access to shoreline areas for tourists and  
17 the assurance of the rights of residents to the use of public beaches  
18 and public beach access areas, surfing and fishing sites, hiking  
19 trails, and other recreational sites and scenic areas;

20 g. The reconstruction, maintenance, and preservation of sites  
21 which have been important in New Jersey history and American  
22 history;

23 h. The promotion of various cultural and ethnic holidays,  
24 observances, and festivities and of understanding by visitors and  
25 residents of the social and cultural contributions of all ethnic  
26 groups and people residing in New Jersey; and

27 i. The desirability and the feasibility of creating a Department  
28 of Tourism.

1 9. In the pursuance and promotion of a State policy on tourism,  
2 the division shall:

3 a. Provide and promote adequate opportunities for county and  
4 municipal participation, Federal agency participation, and private  
5 citizens' involvement in the decision-making process of tourism  
6 planning and policy formulation;

7 b. Encourage all State, county, and municipal governmental and  
8 private agencies to do their utmost to assure the personal safety  
9 of residents and tourists both within and without tourist destina-  
10 tion areas;

11 c. Take whatever administrative, litigable, and legislative steps  
12 as are necessary to minimize the problems of tourists in not  
13 receiving contracted services, including transportation, tours,  
14 hotels;

15 d. Attempt to reconcile and balance the activities and accom-  
16 modations of the tourist with the daily pursuits and lifestyles of  
17 the residents;

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

22 f. Cooperate with the Department of Education to promote  
23 throughout the educational system of New Jersey an awareness of  
24 New Jersey history and culture;

25 g. Ensure that the growth of the tourist industry is consistent  
26 with the attainment of economic, social, physical, and environ-  
27 mental objectives in any State plan and county plans that are  
28 adopted;

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

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

33 j. Promote the tourist industry through such activities as Visitors  
34 Bureaus and similar county and municipal agencies, and assure  
35 that the tourist industry contributes its fair share of the cost of  
36 such promotion;

37 k. Request and receive from any department, division, board,  
38 bureau, commission, or other agency of the State, or any political  
39 subdivision or public authority thereof, such assistance and data  
40 as may be necessary to enable the division to carry out its re-  
41 sponsibilities under this act; and

42 1. Review annually and, if necessary, revise the Statewide master  
43 plan and submit a report to the Governor and the Legislature  
44 containing an evaluation of the preceding year's developments in  
45 tourism and the revisions recommended in the master plan.

1 10. The commission shall:

2 a. Aid the division in the formulation of the 10-year master plan  
3 and the annual review thereof;

4 b. Consider all matters referred to it by the director; and

5 c. Make recommendations to the division on any matter relating  
6 to tourism and the tourist industry in New Jersey and to those  
7 objectives and responsibilities specified in sections 8 and 9 of  
8 this act.

1 11. If any section, subsection, paragraph, sentence or other part  
2 of this act is adjudged unconstitutional or invalid, such judgment  
3 shall not affect, impair or invalidate the remainder of this act,  
4 but shall be confined in its effect to the section, subsection, para-  
5 graph, sentence or other part of this act directly involved in the  
6 controversy in which said judgment shall have been rendered.

1 12. All acts and parts of acts inconsistent with this act are, to  
2 the extent of such inconsistency, superseded and repealed.

1 13. This act shall take effect 45 days following enactment, but  
2 anticipatory action to effect the establishment of the division may  
3 be taken in advance thereof, including the making of authorized  
4 appointments and confirmation or approval thereof, and, within  
5 the appropriations to the Department of Labor and Industry, the  
6 expenditure of funds for payment of salaries and expenses incident  
7 thereto.

# ASSEMBLY, No. 3228

## STATE OF NEW JERSEY

INTRODUCED APRIL 21, 1977

By Assemblymen DOYLE, NEWMAN, VAN WAGNER, KOZLOSKI,  
VILLANE, Assemblywoman MUHLER, Assemblymen FLYNN,  
LITTELL, HURLEY and CHINNICI

Referred to Committee on State Government, Federal and  
Interstate Relations and Veterans Affairs

AN ACT establishing a Division of Travel and Tourism in the  
Department of Labor and Industry, transferring the function,  
powers and duties of the Office of Tourism and Promotion thereto,  
and supplementing Title 34 of the Revised Statutes.

1 BE IT ENACTED *by the Senate and General Assembly of the State*  
2 *of New Jersey:*

1 1. This act shall be known and may be cited as the "Division of  
2 Travel and Tourism Act."

1 2. A division of Travel and Tourism is hereby established in the  
2 Department of Labor and Industry. The division shall be headed  
3 by a director, who shall be a person qualified by training and  
4 experience to direct the work of such division. The director of  
5 the division shall be appointed by the Governor, with the advice  
6 and consent of the Senate, and shall serve during the term of  
7 office of the Governor appointing him and until the director's  
8 successor is appointed and has qualified. The Director of the  
9 Division of Travel and Tourism shall receive such salary as shall  
10 be provided by law and shall devote his entire time and attention  
11 to the duties of his office and shall not while in office engage in any  
12 other gainful pursuit. He may be removed from office by the  
13 Governor, for cause, upon notice and opportunity to be heard.

1 3. All the functions, powers, and duties of the Office of Tourism  
2 and Promotion in the Division of Economic Development in the  
3 Department of Labor and Industry are transferred to the Division  
4 of Travel and Tourism established hereunder.

1 4. The transfer directed by this act shall be made in accordance  
2 with the "State Agency Transfer Act," P. L. 1971, c. 375  
3 (C. 52:14D-1 et seq.).

1 5. All acts and parts of acts inconsistent with this act are, to  
2 the extent of such inconsistency, superseded and repealed.

1 6. This act shall take effect 90 days following enactment; how-  
2 ever, anticipatory action to effect the establishment of the division  
3 and appointment of the director may be taken any time after  
4 passage of the act.

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#### STATEMENT

This bill establishes a Division of Travel and Tourism in the Department of Labor and Industry. It provides for the division to assume the function, powers and duties of the Office of Tourism and Promotion. It is expected that raising the status of the office and providing for a full-time director will increase efforts to promote the travel and tourism industry in the State. The industry deserves to receive greater emphasis and attention since it is the largest service industry in the State and has an annual aggregate economic impact of 7 billion dollars from which the State realizes revenues of over \$175,000,000.00. The enactment of this bill will go a long way towards stimulating the economy of the State and hopefully reducing our severe unemployment problem by attracting new industry and revenue.



# ASSEMBLY, No. 3208

## STATE OF NEW JERSEY

INTRODUCED APRIL 21, 1977

By Assemblymen HURLEY, FORAN, CHINNICI, KUPPERMAN,  
DOYLE, NEWMAN, PERSKIE, LITTELL and RYS

Referred to Committee on State Government, Federal and  
Interstate Relations and Veterans Affairs

AN ACT concerning tourism, establishing a Department of Tourism as a principal department in the Executive Branch of State Government, and directing the Commissioner of Tourism to devise a master plan for the development of tourism in this State, and creating an Interim Tourist Advisory Council.

1 BE IT ENACTED *by the Senate and General Assembly of the State*  
2 *of New Jersey:*

1 1. This act shall be known and may be cited as the "Tourism  
2 Act of 1977."

1 2. The Legislature recognizes that the benefits which will come  
2 to the State by the proper promotion of tourism through the  
3 formulation of a master plan will result in increased revenues and  
4 more opportunities for employment of our citizens. Accordingly,  
5 it is hereby declared to be the public policy of this State to secure  
6 the economic advantages of a uniform development of the tourist  
7 industry throughout New Jersey. All the provisions of this act  
8 shall be liberally construed to achieve these ends and administered  
9 and enforced with a view to carrying out the above declaration  
10 of policy.

1 3. There is hereby established in the Executive Branch of the  
2 State Government a principal department which shall be known  
3 as the Department of Tourism. Such department shall consist of  
4 a commissioner and such divisions, bureaus, branches, committees,  
5 officers and employees as are specifically referred to in this act  
6 and as may be constituted or employed by virtue of the authority  
7 conferred by this act or by any other law.

1 4. As used in this act, unless the context clearly indicates other-  
2 wise, the following words and phrases shall have the following  
3 meaning:

4 "Commissioner" means the Commissioner of the Department  
5 of Tourism.

6 "Department" means the Department of Tourism.

7 "Tourist industry" means the industry consisting of private  
8 and public organizations which directly and indirectly provide  
9 services or products to nonresidents who visit New Jersey for  
10 recreation and pleasure.

11 "Area promotion" means organizations, individuals, and groups,  
12 both private and public, who are involved in the promotion and  
13 advertising of counties, municipalities, or authorities, or groups  
14 within such counties, municipalities, or authorities, primarily for  
15 tourist-related purposes.

16 "Tourism" means activities involved in providing and market-  
17 ing services and products, including accommodations to nonresi-  
18 dents who visit New Jersey for recreation and pleasure.

1 5. There is hereby established in the Department of Tourism,  
2 a Division of Area Promotion, a Division of Accommodations and  
3 Attractions, and a Division of Planning and Transportation Liai-  
4 son. The commissioner shall have authority to organize and  
5 maintain in his offices an administrative division and to assign  
6 to employment therein such secretarial, clerical and other assistants  
7 in the department as his office and the internal operations of the  
8 department shall require.

9 In addition, the commissioner shall have the authority to re-  
10 organize the department and the several divisions established  
11 therein, into such offices, bureaus and agencies as he may deter-  
12 mine to be necessary for efficient and effective operation of the  
13 department.

1 6. All the functions, powers, and duties of the Office of Tourism  
2 and Promotion in the Division of Economic Development in the  
3 Department of Labor and Industry are transferred to the Depart-  
4 ment of Tourism established hereunder.

1 7. All employees of the Office of Tourism and Promotion in the  
2 Division of Economic Development in the Department of Labor  
3 and Industry, shall upon the effective date of this act be trans-  
4 ferred to the Department of Tourism.

1 8. All files, books, papers, records, equipment and other prop-  
2 erty of the Office of Tourism and Promotion in the Division of  
3 Economic Development in the Department of Labor and Industry,  
4 shall upon the effective date of this act be transferred to the  
5 Department of Tourism.

1 9. To effectuate the purposes of this act and in addition to any  
2 other powers and duties provided in or by this act, the com-  
3 missioner:

4 a. May, personally or through his designee, issue subpoenas to  
5 any person, administer an oath or affirmation to any person,  
6 conduct hearings in aid of any investigation or inquiry, and  
7 promulgate such rules and regulations as may be necessary, all of  
8 which shall have the force of law;

9 b. Shall appoint such qualified hearing examiners as may be  
10 necessary to exercise the functions, duties, and powers of the  
11 Department of Tourism. Each hearing examiner shall serve at  
12 the pleasure of the commissioner. The commissioner may designate  
13 in his place any hearing examiner to conduct any hearing and  
14 recommend findings of fact and conclusions of law. The hearing  
15 examiner shall receive such compensation as may be determined  
16 by the commissioner, subject to available appropriations.

1 10. Nothing in this act shall be construed to deprive any person  
2 of any tenure rights or of any right or protection provided him by  
3 Title 11 of the Revised Statutes, Civil Service, or under any pension  
4 law or retirement system.

1 11. All appropriations and other moneys available and to become  
2 available to the office of Tourism and Promotion, the functions,  
3 powers and duties of which have been herein assigned or trans-  
4 ferred to the Department of Tourism, are hereby transferred to  
5 the Department of Tourism established hereunder, and shall be  
6 available for the objectives and purposes for which appropriated,  
7 subject to any terms, restrictions, limitations or other requirements  
8 imposed by State or Federal law.

1 12. This act shall not affect orders, rules and regulations  
2 heretofore made or promulgated by any division, office, board or  
3 other agency, the functions, powers and duties of which have been  
4 herein assigned or transferred to the Department of Tourism; but  
5 such orders, rules and regulations shall continue with full force  
6 and effect until amended or repealed pursuant to law.

1 13. This act shall not affect any actions or proceedings, civil or  
2 criminal, brought by or against any division, office, board or other  
3 agency, the functions, powers and duties of which have been herein  
4 assigned or transferred to the Department of Tourism, and  
5 pending on the effective date of this act, but such actions or pro-  
6 ceedings may be prosecuted or defended in the same manner and to  
7 the same effect by the Department of Tourism as if the foregoing  
8 provisions had not taken effect; nor shall any of the foregoing

9 provisions affect any order or recommendation made by, or other  
 10 matters or proceedings before, any division, office, board or other  
 11 agency, the functions, powers and duties of which have been  
 12 herein assigned or transferred to the Department of Tourism, and  
 13 all such matters or proceedings pending before such division, office  
 14 or other agency on the effective date of this act shall be continued  
 15 by the Department of Tourism, as if the foregoing provisions had  
 16 not taken effect.

1 14. Nothing in this act shall be construed to limit the powers of  
 2 the commissioner with respect to the office, herein assigned or  
 3 transferred to the Department of Tourism established hereunder.

1 15. It shall be the objective of State policy through its programs,  
 2 authorities and resources to:

3 (1) Provide an optimum of satisfaction and high quality service  
 4 to visitors;

5 (2) Protect the natural beauty of New Jersey;

6 (3) Sustain the economic health of the tourist industry to the  
 7 extent that such economic health is compatible with the aforesaid  
 8 objectives.

1 16. In pursuance of the objectives, the commissioner, in the  
 2 formulation of program policies, and all agencies and the tourist  
 3 industry, in development and implementation of programs shall,  
 4 insofar as practicable, adhere to the following interim policies:

5 a. Develop a 10-year master plan for the growth of tourism for  
 6 presentation to the 1979 session of the Legislature. This plan  
 7 shall, among other matters discussed below, take cognizance of  
 8 New Jersey's need for additional job opportunities, need for tax  
 9 revenues, the optimum distribution of the visitor industry through-  
 10 out the State and the nature of the environment. It shall be the  
 11 responsibility of the commissioner to see that this plan is prepared.

12 b. Upgrade and improve the facilities and services available  
 13 to tourists in New Jersey, as part of the aforesaid master plan.

14 c. Provide adequate opportunities for county participation,  
 15 Federal agency participation, and private citizens' involvement  
 16 in the decision-making process of tourism planning and policy  
 17 formulation.

18 d. Encourage the development of tourist destination areas attrac-  
 19 tive in appearance, manageable in terms of densities with whole-  
 20 some recreational opportunities.

20A e. Encourage all State, county and municipal governmental and  
 21 private agencies; legislative; executive and judicial, to do their  
 22 utmost to assure the personal safety of residents and tourists both  
 23 within and without tourist destination areas.

24 f. Take whatever administrative, litigative, and legislative steps  
 25 as are necessary, over the course of time, to minimize the problems  
 26 of tourists in not receiving contracted services including trans-  
 27 portation, tours, hotels, etc.

28 g. Protect and preserve shoreline areas and provide access to  
 29 such areas for tourists and residents.

30 h. Assure the rights of residents to the use of beaches and beach  
 31 access areas, surfing and fishing sites, hiking trails, and other  
 32 recreational sites and scenic areas.

33 i. Reconstruct, maintain, and preserve sites which have been  
 34 important in New Jersey history.

35 j. Promote various cultural and ethnic holidays, observances and  
 36 festivities.

37 k. Promote the understanding by visitors and residents of our  
 38 heritage and the social and cultural contributions of all ethnic  
 39 groups and people residing in New Jersey.

40 l. Foster cultural and social exchanges between visitors and  
 41 residents.

42 m. Encourage the tourist industry to emphasize the cultural and  
 43 social heritage of New Jersey in promoting tourism.

1 17. In pursuance of the State policy on tourism, all agencies, in  
 2 the development of programs, shall, insofar as practicable, consider  
 3 the following interim guidelines:

4 a. Attempt to reconcile amicably the activities and accommoda-  
 5 tions of the tourist with the daily pursuits and lifestyles of the  
 6 residents.

7 b. Regard the interests of the residents, including employment,  
 8 as preferable when attempting reconciliation of conflicting resident  
 9 and tourist requirements.

10 c. Develop an understanding among all citizens of the role of  
 11 tourism in New Jersey, both in terms of its economic and social  
 12 importance and the problems it presents, through appropriate  
 13 formal and informal learning experiences.

14 d. Provide for, in all educational levels throughout the State  
 15 including, but not limited to, the primary school system, formal  
 16 education in the areas of tourism and New Jersey history and  
 17 culture.

18 e. Ensure that the growth of the tourist industry is consistent  
 19 with the attainment of economic, social, physical, and environ-  
 20 mental objectives in the State plan and county general plans. Such  
 21 objectives include, but are not limited to, the striving for full and  
 22 optimal employment and the attainment of desirable rates of  
 23 population growth.

24 f. Continuously monitor and evaluate the social costs of growth  
25 of the tourist industry against the social benefits.

26 g. Ensure that all sectors of the tourist industry contribute to  
27 the generation of tax revenues needed to furnish governmental  
28 services. The tourist industry shall be assessed on an equitable  
29 basis with other industries. The tourist industry is expected to  
30 assume a proportionate share of the total tax burden, recognizing  
31 however that an excessive tax burden on any industry can  
32 jeopardize or restrict the growth of that industry.

33 h. Seek to eliminate those unreasonable and unnecessary barriers  
34 which raise the cost of constructing hotel and other tourist-related  
35 facilities.

36 i. Encourage the public and private sectors to cooperatively  
37 maintain an economically viable industry in keeping with the  
38 attainment of social, economic, and environmental objectives.

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

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

1 18. a. To provide necessary advice and a means of citizen input,  
2 there is established an interim tourism advisory council con-  
3 sisting of:

4 (1) Three representatives of the tourist industry appointed by  
5 the Governor;

6 (2) Three representatives of heavily traveled tourist areas  
7 appointed by the Governor from elected officials of the respective  
8 areas;

9 (3) Three representatives representing the public appointed by  
10 the Governor, one of whom the Governor shall designate as  
11 chairman;

12 (4) One representative from each county governments, who shall  
13 be an ex-officio voting member.

14 b. In making appointments, the Governor shall consider having  
15 a council membership composed of residents of each region of  
16 the State. The members of the council shall serve without pay  
17 but shall be compensated for necessary expenses incurred. The  
18 council shall serve in an advisory capacity to the commissioner in  
19 connection with the formulation of the 10-year master plan for  
20 the growth of tourism, and the council members terms shall expire  
21 on December 31, 1979.

1 19. If any portion of this act or section thereof, or its applica-  
2 tion to any person or circumstances is held to be invalid for any  
3 reason, then the Legislature hereby declares that the remainder  
4 of the act or sections thereof and each and every other provision  
5 thereof shall not be affected thereby.

1 20. All acts and parts of acts inconsistent with any of the provi-  
2 sions of this act are, to the extent of such inconsistency, superseded  
3 and repealed.

1 21. The provisions of this act shall become operative at the  
2 beginning of the biweekly pay period next following enactment.  
3 Anticipatory action to effect the establishment of the department  
4 may be taken in advance thereof including the making of authorized  
5 appointments, and confirmation or approval thereof, and, within  
6 the limits of appropriations to the department, the expenditure of  
7 funds for payment of salaries and expenses incident thereto.

1 22. This act shall take effect immediately.

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#### STATEMENT

The purpose of this legislation is to have the State of New Jersey spend more money, time and effort in the area of the promotion of tourism. A governmental agency, with department status, will have impact on getting out-of-state people to come to our State and spend their recreational dollars. It is hoped that this department will be self-sustaining as increased tourist dollars will mean increased revenues for the State.

ASSEMBLY STATE GOVERNMENT, FEDERAL AND  
INTERSTATE RELATIONS AND VETERANS  
AFFAIRS COMMITTEE

STATEMENT TO  
ASSEMBLY COMMITTEE SUBSTITUTE FOR  
**ASSEMBLY Nos. 3228 and 3208**

—◆—  
**STATE OF NEW JERSEY**  
—◆—

DATED: MAY 2, 1977

The Assembly committee substitute for Assembly Bill No. 3228, sponsored by Assemblyman Doyle, and Assembly Bill No. 3208, sponsored by Assemblyman Hurley, (1) creates a Division of Travel and Tourism in the Department of Labor and Industry; (2) creates a Tourism Advisory Council to work with the Division of Travel and Tourism; (3) directs the formulation of a 10-year master plan for the development of tourism in New Jersey to be presented to the Governor and the Legislature by February 1, 1979; and (4) provides guidelines for the division and the council with respect to their functions and duties in the promotion of tourism in New Jersey.

This committee substitute bill combines features of Assembly Bill No. 3228, which creates a Division of Travel and Tourism, and Assembly Bill No. 3208, which creates a Department of Tourism. The committee rejected the creation of a new department at this time because of the large number of executive departments that already exist and the constitutional limit of 20 such departments. Instead, it was decided to elevate the present Office of Tourism and Promotion in the Department of Labor and Industry to a Division on Travel and Tourism, as Assembly Bill No. 3228 proposes, and to create a Tourism Advisory Council and direct the formulation of a master plan for the development of tourism in New Jersey, as Assembly Bill No. 3208 proposes.

It is the sponsors' and the committee's hope that this bill will result in increased efforts to promote the travel and tourism industry of this State. This industry deserves to receive greater emphasis and attention since it is the largest service industry in the State and has an annual aggregate economic impact of 7 billion dollars, from which the State realizes revenues of over \$175,000,000.00. The enactment of this bill will go a long way towards stimulating the economy of the State and hopefully reducing our severe unemployment problem by attracting new industry and revenue.



9/17/77  
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FROM THE OFFICE OF THE GOVERNOR

FOR IMMEDIATE RELEASE

FOR FURTHER INFORMATION

SATURDAY, SEPTEMBER 17, 1977

ANNE BURNS

Governor Brendan Byrne today signed into law the Assembly Committee Substitute for A-3238 and A-3208, which were sponsored by Assemblymen John P. Doyle (D-Monmouth) and James R. Hurley (R-Cumberland) which creates a Division of Travel and Tourism in the Department of Labor and Industry.

The new division will be under the supervision of a director, who will be appointed by the Governor with the approval of the Senate. All the functions, powers, and duties of the Office of Tourism and Promotion are transferred to the new Division.

The bill creates a Tourism Advisory Council consisting of 12 members appointed by the Governor with the approval of the Senate. The council membership will include three representatives from each of the following areas: the tourist industry; elected officials in municipalities that advertise their recreational, travel and tourism attractions; county Boards of Freeholders, and the public. The council will make recommendations to the Division on any matter relating to tourism in New Jersey.

The bill directs the Director of the Division to develop a 10-year plan for tourism development in the State. This plan will be presented to the Governor and the Legislature by February 1, 1979.

The plan will deal with the need for job opportunities and tax revenues, improving facilities, services and access to the shoreline and recreational areas, the environmental impact of tourism, the preservation of shoreline and historic areas, and the feasibility of creating a Department of Tourism.

The other functions and duties of the Division include promoting participation in tourism planning, minimizing the problems tourists encounter, informing New Jerseyans of the role of tourism in the State and monitoring the growth of tourism and its effect on the State

The bill was signed at Great Adventure in Jackson.

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in our economy. This is especially true with respect to Federal plans to step up dramatically the nation's energy R&D efforts — an area in which New Jersey can make a major contribution.

We recommend that the State take positive and aggressive action in the development of factual and promotional information illustrating the unique and extensive research and development capabilities of New Jersey. This program must be coordinated with those of existing organizations such as the Research and Development Council of New Jersey.

### 13 TOURISM PROMOTION EFFORTS SHOULD BE EXPANDED

Tourism has, by long tradition, been a substantial element in New Jersey's economy. Our shore area, our mountain and our lake country, our ski slopes, our historical landmarks, and our parks all are important recreational assets of our great State.

Our Commission was distressed to find that relatively little State effort is being expended on publicizing and promoting these attractions. While many job opportunities in the field of tourism admittedly are seasonal in character, they take on a special importance in times of economic stress, because they are capable of providing immediate employment with relatively little new capital investment. And such employment offers opportunities for the relatively untrained, inexperienced or unskilled worker.

We recommend an expansion of official State efforts to encourage the development of tourism and the resort industry within New Jersey, including increased advertising, expanded staff activities, and state assistance in attracting and sponsoring national conventions.

### 14 NEW JERSEY NEEDS TO HAVE ITS OWN TELEVISION STATION

New Jerseyans suffer collectively from a rather severe inferiority complex that is totally unwarranted. Here is a place of which we can really be proud, whether you view its role in the nation's history, its variety of scenic beauty, its cultural life or its manifold contributions toward human advancement in fields such as science, pharmaceuticals, engineering and research.

New Jersey's locale between the nation's largest and fourth-largest cities, while it has beneficially shaped the physical development of New Jersey's economy, serves also to hinder appreciation of this State because most major national news and communications media are located across the Hudson and the Delaware Rivers and are more tied to New York and Philadelphia than to our State and its cities. New Jersey thus suffers from the lack of full-time television coverage and interpretation of its news and its cultural, business and public life. Such coverage could help erase New Jersey's present rather negative national image and thus aid other, more direct efforts to stimulate economic development.

We recommend greater State support of efforts of the New Jersey Coalition for Fair Broadcasting and others to obtain at least one network VHF commercial television station within the State. At the same time, there should be official actions to encourage the New Jersey Press