



HOUSE BILL No. 5247

December 17, 1993, Introduced by Reps. Yokich, Bodem, Alley, Middaugh, Willard, Murphy, Shepich, Anthony, Gagliardi, Brackenridge, Gnodtke, Jamian, McManus, Goschka, Weeks, Hill, Byrum, Brown, Dobb, Munsell, McNutt, Randall, Bender, Clack, Wetters and Profit and referred to the Committee on Tourism and Recreation.

A bill to amend sections 1 and 2c of Act No. 106 of the Public Acts of 1945, entitled as amended "Michigan tourism policy act," section 1 as amended and section 2c as added by Act No. 109 of the Public Acts of 1993, being sections 2.101 and 2.102c of the Michigan Compiled Laws.

THE PEOPLE OF THE STATE OF MICHIGAN ENACT:

1 Section 1. Sections 1 and 2c of Act No. 106 of the Public
2 Acts of 1945, section 1 as amended and section 2c as added by Act
3 No. 109 of the Public Acts of 1993, being sections 2.101 and
4 2.102c of the Michigan Compiled Laws, are amended to read as
5 follows:

6 Sec. 1. (1) This act shall be known and may be cited as the
7 "Michigan tourism policy act".

1 (2) The legislature finds all of the following:

2 (a) Tourism is a major source of employment, income, and tax
3 revenues in this state, and the expansion of the tourism industry
4 is vital to the growth of the state's economy.

5 (b) The tourism industry is important to the state, not only
6 because of the numbers of people it serves and the vast human,
7 financial, and physical resources it employs, but because of the
8 benefits tourism and related activities confer on individuals and
9 on society as a whole.

10 (c) Investment of state resources is needed to provide a
11 more effective means of marketing travel to, and within, the
12 state, and to optimize the considerable investment of time,
13 energy, capital, and resources being made by the tourism
14 industry.

15 (d) Coordination of existing state government involvement in
16 tourism promotion at the state level and with local government
17 and the private sector will maximize the economic and employment
18 benefits of the tourism industry.

19 (3) ~~-(2)-~~ Through this act the legislature intends to
20 encourage all of the following:

21 (a) A commitment to the fostering of the economic activity
22 inherent in tourism promotion.

23 (b) Development of a means to promote and market the state
24 as a destination for tourists on a worldwide basis.

25 (c) Tourism growth to assist this state in remaining compet-
26 itive in the world tourism marketplace.

1 (d) Maximization of the contribution of the tourism-related
2 industries to the state's economic prosperity and expansion of
3 employment opportunities.

4 (e) Recognition of historic, NATURAL, and scenic environ-
5 ments, and the development of cultural and heritage tourism pro-
6 grams and international marketing strategies, to enhance the
7 state's appeal as a destination for domestic and international
8 tourism.

9 (f) Provision of timely, up-to-date travel and tourism
10 information on urban and rural locations in various regions of
11 the state to enable state residents to take maximum advantage of
12 travel opportunities within the state.

13 (g) Health, education, and intercultural appreciation of the
14 geography, NATURAL RESOURCES, history, arts, and ethnicity of the
15 state.

16 (h) The welcome entry of individuals traveling to the state
17 to enhance international understanding and goodwill, consistent
18 with immigration laws, laws protecting the public health, laws
19 governing the importation of goods into the United States, and
20 other applicable laws and regulations.

21 (i) The collection, analysis, and timely dissemination of
22 data which accurately measures the economic impact of tourism on
23 the state in order to facilitate planning in the public and pri-
24 vate sectors.

25 (j) The establishment of a program to market the travel
26 vacation opportunities available in this state to residents and
27 nonresidents by using any medium or means that the travel bureau,

1 in consultation with the travel commission, determines
2 appropriate.

3 (k) Public interest in protection of the natural resources
4 and the cultural heritage of the state.

5 (l) RECOGNITION OF STATE AND LOCALLY MANAGED RECREATIONAL
6 OPPORTUNITIES INCLUDING CAMPING, HUNTING, FISHING, BOATING, AND
7 OTHER OUTDOOR RECREATION EXPERIENCES.

8 Sec. 2c. (1) In consultation with the appropriate divisions
9 of the Michigan department of commerce, the travel bureau and
10 Michigan travel commission shall develop a comprehensive,
11 long-range master plan for a period of not less than 2 years and
12 not more than 5 years that identifies each of the following:

13 (a) Tourism development and management goals.

14 (b) Programs proposed to be implemented during the term of
15 the master plan.

16 (C) HOW THE LONG-RANGE MASTER PLAN INTEGRATES THE STATEMENT
17 OF INTENTIONS LISTED IN SECTION 1.

18 (2) The master plan shall be updated as the travel bureau,
19 Michigan travel commission, and the appropriate divisions of the
20 department of commerce determine necessary.