

104TH CONGRESS
1ST SESSION

H. R. 2579

To establish the National Tourism Board and the National Tourism Organization to promote international travel and tourism to the United States.

IN THE HOUSE OF REPRESENTATIVES

NOVEMBER 2, 1995

Mr. ROTH (for himself, Mr. SKELTON, Mr. CLEMENT, Mr. PETRI, Mrs. MORELLA, Mr. FRAZER, Mr. GEJDENSON, Mrs. LINCOLN, Mr. ABERCROMBIE, Mr. OXLEY, Mrs. VUCANOVICH, Mr. ZELIFF, Mr. BOEHLERT, Mr. BURTON of Indiana, Mr. DOOLITTLE, Mr. DIXON, Mr. ROEMER, Mrs. SEASTRAND, Mr. MCCOLLUM, Mr. PICKETT, Mr. OBERSTAR, and Mr. FARR of California) introduced the following bill; which was referred to the Committee on Commerce, and in addition to the Committee on International Relations, for a period to be subsequently determined by the Speaker, in each case for consideration of such provisions as fall within the jurisdiction of the committee concerned

A BILL

To establish the National Tourism Board and the National Tourism Organization to promote international travel and tourism to the United States.

1 *Be it enacted by the Senate and House of Representa-*
2 *tives of the United States of America in Congress assembled,*

3 **SECTION 1. SHORT TITLE.**

4 This Act may be cited as the “Travel and Tourism
5 Partnership Act of 1995”.

1 **SEC. 2. NATIONAL TOURISM BOARD.**

2 (a) ESTABLISHMENT.—There is established the Na-
3 tional Tourism Board to—

4 (1) utilize a private-public partnership for trav-
5 el and tourism policymaking;

6 (2) develop a national travel and tourism strat-
7 egy for increasing travel and tourism to and within
8 the United States;

9 (3) to advise the President, the Congress, and
10 the travel and tourism industry on the implementa-
11 tion of such national strategy and on other matters
12 affecting travel and tourism; and

13 (4) to provide guidance to the National Tour-
14 ism Organization established under section 3.

15 (b) COMPOSITION.—The Board shall consist of 36
16 members appointed by the President as follows—

17 (1) 27 members shall be appointed from indi-
18 viduals who represent all the ranges of the travel
19 and tourism industry;

20 (2) 6 members shall be appointed from State,
21 regional, and Federal agencies related to travel and
22 tourism;

23 (3) 1 member shall be appointed from the Sen-
24 ate and 1 member shall be appointed from the
25 House of Representatives; and

1 (4) a chairman shall be appointed by and with
2 the advice of the Senate.

3 In making appointments to the Board, the President shall
4 take into account recommendations made by organizations
5 representing the travel and tourism industry. The chair-
6 man shall be accountable to the President and the Con-
7 gress for the operations of the Board.

8 (c) TERMS.—The members and chairman of the
9 Board shall be appointed for terms of 3 years, except that
10 of the members first appointed—

11 (1) 12 members shall be appointed for a term
12 of 1 year;

13 (2) 12 members shall be appointed for a term
14 of 2 years; and

15 (3) 11 members and the chairman shall be ap-
16 pointed for a term of 3 years,

17 as determined by the President as of the date of the first
18 appointments. A member may be reappointed to serve on
19 the Board.

20 (d) AUTHORITY.—

21 (1) NON-FEDERAL STATUS.—The Board is not
22 a Federal agency and is not subject to any Federal
23 law, including the Federal Advisory Commission Act
24 and personnel and budget laws.

1 (2) EXECUTIVE DIRECTOR.—The chairman of
2 the Board may appoint an executive director and es-
3 tablish the compensation and the duties of the exec-
4 utive director.

5 (3) MEETINGS.—The Board shall meet at least
6 semi-annually. The meetings shall be open to the
7 public and appropriate notice shall be given for the
8 meeting dates.

9 (4) COMPENSATION AND EXPENSES.—The
10 chairman and members of the Board shall serve
11 without compensation but may be compensated for
12 expenses incurred in carrying out the duties of the
13 Board.

14 (5) TESTIMONY, REPORTS, AND SUPPORT.—The
15 Board may present testimony to the Congress and to
16 legislatures of the States and issue reports on its
17 findings and recommendations.

18 (6) CONTRIBUTIONS.—The Board may accept
19 financial contributions from the private sector to
20 cover the expenses of the Board.

21 **SEC. 3. NATIONAL TOURISM ORGANIZATION.**

22 (a) ESTABLISHMENT.—There is established with a
23 Federal charter the National Tourism Organization. The
24 Organization shall be a non-for-profit organization. The

1 Organization is not a Federal agency and shall not be sub-
2 ject to any Federal law.

3 (b) DUTIES.—The Organization shall—

4 (1) seek to, and work for, an increase in the
5 share of the United States in the global tourism
6 market;

7 (2) implement the national travel and tourism
8 strategy developed by the National Tourism Board
9 under section 2(a)(2);

10 (3) operate travel and tourism promotion pro-
11 grams outside the United States in partnership with
12 the travel and tourism industry in the United
13 States;

14 (4) conduct market research necessary for ef-
15 fective promotion of the travel and tourism market;

16 (5) establish a Travel-Tourism Data Bank, col-
17 lect international market data for the Bank, and dis-
18 seminate such data to the travel and tourism indus-
19 try in the United States; and

20 (6) promote United States travel and tourism
21 at international trade shows.

22 (c) BOARD OF DIRECTORS.—The Organization shall
23 be governed by a Board of Directors (hereinafter in this
24 section “Board”), which shall have 45 members. The
25 Board shall be accountable to the National Tourism Board

1 for the operations of the Organization. The President shall
2 appoint the initial members of the Board, taking into ac-
3 count recommendations made by organizations represent-
4 ing the travel and tourism industry so that all the ranges
5 of the travel and tourism industry are represented on the
6 Board. By majority vote, members of the Board shall se-
7 lect one member to be chairman and shall adopt bylaws,
8 policies and procedures to govern the duties of the chair-
9 man, the term of service of members of the Board, the
10 functioning of the Board and the operations of the Organi-
11 zation. The Board shall appoint new members to fill any
12 vacancy on the Board.

13 (d) STAFF.—The Board shall appoint a president of
14 the Organization and such other staff as the Board deter-
15 mines is necessary. The Board shall establish the duties
16 of the staff and set the compensation of the staff. The
17 president of the Organization shall serve as a member of
18 the Trade Promotion Coordinating Committee.

19 (e) FUNDING.—The Organization may accept finan-
20 cial contributions. Within one year of the date of the en-
21 actment of this Act, the Board shall develop a plan for
22 long-term financing and, if necessary, make recommenda-
23 tions to the Congress and the President for legislation.

1 **SEC. 4. UNITED STATES GOVERNMENT COOPERATION.**

2 (a) SECRETARY OF STATE.—The Secretary of State
3 shall—

4 (1) place a priority on implementing rec-
5 ommendations by the National Tourism Board; and

6 (2) cooperate with the National Tourism Orga-
7 nization in carrying out its duties.

8 (b) DIRECTOR OF THE UNITED STATES INFORMA-
9 TION AGENCY.—The Director of the United States Infor-
10 mation Agency shall—

11 (1) place a priority on implementing rec-
12 ommendations by the National Tourism Board; and

13 (2) cooperate with the National Tourism Orga-
14 nization in carrying out its duties.

15 **SEC. 5. TRANSITION FROM THE UNITED STATES TRAVEL**
16 **AND TOURISM ADMINISTRATION.**

17 (a) STAFF.—The President may transfer up to 25
18 members of the staff of the United States Travel and
19 Tourism Administration established under section 301 of
20 the International Travel Act of 1961 (22 U.S.C. 2124)
21 to the Foreign Service or the Commercial Service for 2
22 years. Such staff members shall assist the Organization
23 in its start-up activities.

24 (b) FILES AND OTHER RESOURCES.—The files and
25 other non-financial resources of the United States Travel

1 and Tourism Administration are transferred to the United
2 States Foreign and Commercial Service.

3 **SEC. 6. TRADE PROMOTION COORDINATING COMMITTEE.**

4 Section 2312 of the Export Enhancement Act of
5 1988 (15 U.S.C. 4727) is amended—

6 (1) in subsection (c) by adding at the end
7 thereof:

8 “(6) reflect recommendations by the National
9 Tourism Board.”

10 and

11 (2) in paragraph (d)(1) by striking “and” in
12 “(L)”, by redesignating “(M)” as “(N)”, and by in-
13 serting the following:

14 “(M) the President of the National Tour-
15 ism Organization; and”.

16 **SEC. 7. DEFINITIONS.**

17 For purposes of this Act, the term “Organization”
18 means the National Tourism Organization established
19 under section 3.

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