

WEST VIRGINIA LEGISLATURE

REGULAR SESSION, 1986



**ENROLLED**

*Committee Substitute for*  
SENATE BILL NO. 341

(By Senator *Tenkovich, Mr. President, et al.*)



PASSED ..... *March 8,* ..... 1986

In Effect ..... *90 days from* ..... Passage



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COMMITTEE SUBSTITUTE

FOR

**Senate Bill No. 341**

(SENATORS TONKOVICH, MR. PRESIDENT (BY REQUEST) AND  
HARMAN, *original* sponsors)

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[Passed March 8, 1986; in effect ninety days from passage.]

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AN ACT to amend and reenact section seven, article one, chapter five-b of the code of West Virginia, one thousand nine hundred thirty-one, as amended, relating to the division of tourism; purpose, powers and duties generally.

*Be it enacted by the Legislature of West Virginia:*

That section seven, article one, chapter five-b of the code of West Virginia, one thousand nine hundred thirty-one, as amended, be amended and reenacted, all to read as follows:

**ARTICLE 1. DEPARTMENT OF COMMERCE.**

**§5B-1-7. Division of tourism; purpose; powers and duties generally.**

- 1 It shall be the duty of the division of tourism:
- 2 (a) To promote and enhance the tourist industry and
- 3 improve tourist facilities and attractions;
- 4 (b) To compile a listing of all tourist facilities in this
- 5 state, whether public or private, including, but not limited
- 6 to, state parks and forests, camping grounds, backpacking
- 7 and hiking trails, public and private hunting areas (includ-

8 ing the game or fowl indigenous thereto), fishing lakes,  
9 ponds, rivers and streams (including the type of fish in-  
10 digenous thereto; and the dates of the stocking thereof),  
11 ski resorts and areas, ice skating rinks or facilities, rifle  
12 and pistol target practice areas, skeet and other shooting  
13 facilities, archery ranges, swimming pools, lakes, ponds,  
14 rivers and streams, hotels, motels, resorts and lodges (in-  
15 cluding any attendant restaurant, banquet, meeting or  
16 convention facilities or services), health spas or mineral  
17 water or spring water health facilities, museums, cultural  
18 centers, live performance theaters, colleges, schools, uni-  
19 versities, technical centers, airports, railroad stations, bus  
20 stations, river docks, boating areas, government or mili-  
21 tary installations (which are not restricted to public  
22 access), historical places, markers or places of events,  
23 birthplaces of famous West Virginians, or any other thing  
24 of like kind and nature, and to develop relative thereto a  
25 series of films, videotapes, pamphlets, brochures and other  
26 advertising or promotional media, and to distribute the  
27 same in such a manner as to enhance the public's knowl-  
28 edge about West Virginia and its many attractions;

29 (c) Develop a plan for tourist facility expansion and  
30 new development, including financing;

31 (d) To develop a system, means and mechanism to  
32 distribute the promotional media described in subdivision  
33 (b) of this section, both nationally and internationally;  
34 and to make the same available to travel agents, tour  
35 groups, senior citizen organizations, airlines, railroads,  
36 bus companies, newspapers, magazines, radio and televi-  
37 sion stations, and the travel editors thereof; to develop, in  
38 cooperation with the department of highways, a series of  
39 information stations along interstate and other major  
40 highways of this state, utilizing existing rest stop areas  
41 and other areas at or near the main points of egress and  
42 ingress of this state for the purpose of making said infor-  
43 mation available to the public at large;

44 (e) To develop and implement a marketing strategy,  
45 employing radio, television, magazine and newspaper  
46 advertising, or any combination thereof, in those major  
47 metropolitan areas of the nation, in order to attract the

48 residents thereof to visit and enjoy the tourist facilities  
49 of this state;

50 (f) To encourage, cooperate with and participate in,  
51 any group or organization, including regional travel  
52 councils, the purpose of which is to promote and advertise,  
53 or encourage the use of, tourist facilities in West Vir-  
54 ginia;

55 (g) To provide professional assistance, technical advice  
56 or marketing strategies to any privately owned facility or  
57 attraction, as described in subdivision (b) of this section,  
58 which is open and available to the general public, which  
59 has developed or is attempting to develop its own adver-  
60 tising program;

61 (h) To employ, train and supervise a corps of informa-  
62 tion specialists or tour guides in state parks and facilities  
63 only who possess, or through their employment and train-  
64 ing will possess, specific knowledge and information  
65 about the historic, scenic, cultural, industrial, educational,  
66 governmental, recreational and geographical significance  
67 of the state and the various facilities or attractions de-  
68 scribed in subdivision (b) of this section. In hiring the  
69 information specialists herein provided, special preference  
70 shall be given to senior citizens (those over sixty-two  
71 years of age) and college students who are bona fide resi-  
72 dents of the state and enrolled in any college or university  
73 of this state, whether public or private, all of whom shall  
74 be hired on a part-time basis and whose periods of em-  
75 ployment may be seasonable;

76 (i) To assist tour groups, travel agencies, public car-  
77 riers or other entities of like kind or nature in developing  
78 a program of preplanned tours, visits or vacations in West  
79 Virginia; and, in conjunction therewith, to coordinate the  
80 activities of said tour groups, travel agencies, public  
81 carriers or other entities with the services offered by any  
82 of the facilities set forth in subdivision (b) of this section;  
83 and to encourage said facilities to offer special or discount  
84 rates to any party traveling with said tour groups, travel  
85 agencies, public carriers or other entities of like kind or  
86 nature; and

87 (j) To cooperate with the department of highways, in  
88 developing a system of informational highway signing  
89 relating to the recreational, scenic, historic and transpor-  
90 tational facilities and attractions of the state that comply  
91 with the current federal and state regulations as related  
92 to outdoor advertising and signing as required by the  
93 Manual of Uniform Traffic Control Devices.

The Joint Committee on Enrolled Bills hereby certifies that the foregoing bill is correctly enrolled.

Bruce O. Williams  
Chairman Senate Committee

Floyd Fulker  
Chairman House Committee

Originated in the Senate.

In effect ninety days from passage.

Edw. C. Stillis  
Clerk of the Senate

Donald G. Kopp  
Clerk of the House of Delegates

Don Tombari  
President of the Senate

Joseph P. Allright  
Speaker House of Delegates

The within approved this the 26th  
day of March, 1986.

Richard R. Hanes, Jr.  
Governor

PRESENTED TO THE  
GOVERNOR

Date 3/20/86

Time 3:54 p.m.

RECEIVED

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OFFICE OF THE SECRETARY OF STATE

FILED IN THE OFFICE OF  
SECRETARY OF STATE OF  
WEST VIRGINIA

THIS DATE 3/26/86