

(S. B. 1127)

**(No. 7-2016)**

(Approved February 19, 2016)

## **AN ACT**

To amend subsections (3) and (4) of Section 6 of Act No. 10 of June 18, 1970, as amended, known as the “Puerto Rico Tourism Company Act,” in order to improve the research, analysis, and usefulness of tourism statistics for the adequate planning of this important industry for the economic development of Puerto Rico.

### **STATEMENT OF MOTIVES**

The Tourism Company Organic Act in subsection (3) of Section 6 establishes the obligation to inquire into the opinion that tourists have formed of Puerto Rico after a visit to the Island. This research provides details on the most common problems that they face; the constructive criticism they express; and the remedial measures which may be carried out as a result thereof. Furthermore, it establishes the additional obligation of conducting scientific research regarding tourism’s potential and its demand, as well as on the facilities of the Puerto Rican industry to meet the demands for services.

Compliance with these obligations imposed by law should contribute to the promotion, development, and improvement of the tourism industry. Due to the lack of resources, the Puerto Rico Tourism Company conducts studies that are limited to measuring of passenger movement, room inventory, average rates, demographics on the registries in hotels and inns, and the monthly fluctuations in the registries. The registries published do not reveal essential information for the development and

implementation of marketing strategies such as the percent of recurring visitors, the main reason for their visit, the amount of money spent, the factors that contributed to selecting Puerto Rico as a destination, their assessment of our Island as a tourist destination, and the recommendations to improve our tourist offerings.

One of the possible reasons for failing to comply with these obligations could be the lack of human and financial resources within the Tourism Company to conduct constant research and comprehensive analysis of such an important industry for the socioeconomic development of our Island. Another possible reason could be that in preceding years, the focus of the Tourism Company was centered mostly on the design and implementation of publicity campaigns. Obviously, if this were the case, the publicity efforts would not respond to the existing needs, which would, in turn, translate into the squandering of the financial resources of the government and of the people of Puerto Rico.

To such effects, the University of Puerto Rico could assume a key role in the promotion, development, and improvement of tourism in Puerto Rico. In the past, both, government agencies and private enterprises, have failed to take advantage of the intellectual and academic resources available in the main teaching center of the Island. The excellence of its faculty, the talent of its students, and the need for research workshops make the University of Puerto Rico the ideal place to conduct scientific and statistical research of the tourist industry.

The Puerto Rico Tourism Company should have the main responsibility of conducting these studies and should continue to do so. After all, this entity is responsible for designing and implementing the marketing strategies in harmony with the results of the corresponding studies. However, this obligation does not prevent the Tourism Company from establishing interagency relations with other dependencies of the Commonwealth of Puerto Rico. On the contrary, the coordination of efforts between the pertinent agencies shall result in the

maximization of the resources of the people of Puerto Rico, and most of all, in the strengthening of the tourist industry of our Island.

***BE IT ENACTED BY THE LEGISLATIVE ASSEMBLY OF PUERTO RICO:***

Section 1. – Subsections (3) and (4) of Section 6 of Act No. 10 of June 18, 1970, as amended, known as the “Puerto Rico Tourism Company Act,” are hereby amended to read as follows:

“Section 6.- The Company shall be responsible for:

(1) ...

(2) ...

(3) To conduct research on the opinion that tourists have formed of the country after a visit or several visits; the most common problems that they encounter; the criticism which they express; and the constructive measures which may be carried out in that respect; to conduct scientific research on the tourism potentiality and its demand, as well as on the facilities of the Puerto Rican industry to meet these demands for services; to make comparative studies, particularly with the main competitors of Puerto Rico. The results of all these researches shall be published at least once a year, on or before June 30.

(4) In order to comply with the obligation set forth in the preceding subsection (3), the Tourism Company shall execute a contract with the University of Puerto Rico so that through its corresponding academic faculties, the latter, and its research centers conduct the necessary studies on the present and potential tourism, which shall serve as the basis for the design of the marketing strategies and the adequate investment of the resources of the Tourism Company. The Tourism Company shall coordinate with the pertinent agencies the compilation of data through the delivery and collection of written forms to be completed by tourists at both, their arrival to, and departure from our Island. The forms shall include, but shall not be limited to, opinions and impressions of the tourists, whether national or

international, the most common problems in the tourist offer, the activities and entertainment during their stay, their approximate expenses, the reasons for their visit, criticism, and suggestions. The above should be framed within factors such as the season of the year, demographic and socioeconomic data of the tourists, their possibilities and reasons for returning, and the marketing and publicity needs. Said forms shall constitute the main source of information for the studies to be conducted by the Tourism Company in coordination with the University of Puerto Rico.

- (5) ...
- (6) ...
- (7) ...
- (8) ...
- (9) ...
- (10) ...
- (11) ...
- (12) ...
- (13) ...”

Section 2. – This Act shall take effect immediately after its approval.

## CERTIFICATION

I hereby certify to the Secretary of State that the following **Act No. 7-2016 (S. B. 1127)** of the **7<sup>th</sup> Regular Session** of the **17<sup>th</sup> Legislative Assembly of Puerto Rico**:

**AN ACT** to amend subsections (3) and (4) of Section 6 of Act No. 10 of June 18, 1970, as amended, known as the "Puerto Rico Tourism Company Act," in order to improve the research, analysis, and usefulness of tourism statistics for the adequate planning of this important industry for the economic development of Puerto Rico.

has been translated from Spanish to English and that the English version is correct.

In San Juan, Puerto Rico, on this 13<sup>th</sup> day of June, 2018.

Orlando Pagán-Ramírez  
Director