

**44TH LEGISLATURE - STATE OF NEW MEXICO - SECOND SESSION,
2000**

INTRODUCED BY

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A JOINT MEMORIAL

REQUESTING THE TOURISM DEPARTMENT TO PROMOTE BIRDWATCHING IN
NEW MEXICO.

WHEREAS, tourism is the world's largest industry, and
nature tourism represents between forty and sixty percent of
that industry; and

WHEREAS, this economic potential should present a
powerful incentive to government policymakers and local
people to conserve natural and cultural resources that
attract outside visitors; and

WHEREAS, New Mexico is blessed with an abundance of
unspoiled natural beauty that makes ecotourism a natural
selling point; and

WHEREAS, birdwatching is one of the fastest growing
segments of the ecotourism market; and

WHEREAS, approximately five hundred species of birds

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1 have been confirmed in New Mexico; and

2 WHEREAS, the Bosque del Apache is one of the most famous
3 birdwatching sites in New Mexico, but there are so many more
4 great birdwatching sites in the state that should be
5 promoted;

6 NOW, THEREFORE, BE IT RESOLVED BY THE LEGISLATURE OF THE
7 STATE OF NEW MEXICO that the tourism department be requested
8 to promote birdwatching in New Mexico as an important tourist
9 attraction; and

10 BE IT FURTHER RESOLVED that the department compile and
11 publicize events around the state in celebration of
12 international migratory bird day as well as other information
13 that will encourage birdwatchers to spend time in New Mexico;
14 and

15 BE IT FURTHER RESOLVED that a copy of this memorial be
16 transmitted to the secretary of tourism.