

---

## HOUSE CONCURRENT RESOLUTION

---

REQUESTING THE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT, AND  
TOURISM AND THE HAWAII TOURISM AUTHORITY TO INCREASE THEIR  
MARKETING EFFORTS IN THE NICHE MARKET OF HERITAGE TOURISM.

1 WHEREAS, heritage tourists support local culture by  
2 supporting local small business owners whose products reflect  
3 Hawaii's culture; and  
4

5 WHEREAS, heritage tourists tend to spend more money and  
6 stay longer than other travelers; and  
7

8 WHEREAS, high-quality heritage tourism improves the quality  
9 of life for local residents; and  
10

11 WHEREAS, high-quality heritage tourism improves the quality  
12 of life for traveling visitors; and  
13

14 WHEREAS, the National Trust for Historic Preservation  
15 defines heritage tourism as traveling to experience the places,  
16 artifacts and activities that authentically represent the  
17 stories and people of the past and present which includes  
18 cultural, historic and natural resources; and  
19

20 WHEREAS, tourism is a powerful economic development tool;  
21 and  
22

23 WHEREAS, linking tourism with heritage can do more for  
24 local economies than promoting them separately; now, therefore,  
25

26 BE IT RESOLVED by the House of Representatives of the  
27 Twenty-fourth Legislature of the State of Hawaii, Regular  
28 Session of 2007, the Senate concurring, that the Department of  
29 Business, Economic Development, and Tourism and the Hawaii  
30 Tourism Authority to increase their marketing efforts in the  
31 niche market of heritage tourism; and



1  
2 BE IT FURTHER RESOLVED that certified copies of this  
3 Concurrent Resolution be transmitted to the Director of the  
4 Department of Business, Economic Development and Tourism and the  
5 Hawaii Tourism Authority.  
6  
7  
8

OFFERED BY:

*Caroline W. H. Chang*  
*Carolyn Meyer*  
*Karen A. Awa*  
*[Signature]*  
*[Signature]*  
*[Signature]*  
MAR 14 2007

