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# HOUSE CONCURRENT RESOLUTION

REQUESTING THE ESTABLISHMENT OF A TASK FORCE TO STUDY LANGUAGE  
ACCESSIBILITY WITHIN THE TOURISM INDUSTRY IN HAWAII.

1           WHEREAS, tourism is a major source of economic activity in  
2 Hawaii; and

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4           WHEREAS, tourism continues to decline due to the weakened  
5 economy; and

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7           WHEREAS, the development of a broader foundation for the  
8 tourism industry will deflect recession in any one major market;  
9 and

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11           WHEREAS, on November 17, 2008, the Visa Waiver Program  
12 (VWP) was expanded to include the Czech Republic, Estonia,  
13 Hungary, Latvia, Lithuania, Republic of Korea, and Slovak  
14 Republic; and

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16           WHEREAS, various sources predict that the VWP expansion  
17 will result in an increase in the number of travelers from Korea  
18 to Hawaii by as much as 200 percent within the next few years;  
19 and

20  
21           WHEREAS, diversifying Hawaii's tourism industry to  
22 accommodate a substantial Korean market-base will develop a  
23 broader foundation for the tourism industry in Hawaii as a  
24 whole; and

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26           WHEREAS, Hawaii's tourism industry may also benefit from an  
27 emerging Chinese visitor market; and

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29           WHEREAS, visitor arrivals from China to Hawaii grew 105  
30 percent between 1997 and 2007; and



1 WHEREAS, in 2008, 55,000 arrivals from China were reported  
2 and tourism officials have expressed hope that Chinese arrivals  
3 reach 250,000 annually by 2014; and  
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5 WHEREAS, an influx of Korean and Chinese visitors will  
6 require broader language access infrastructure in Hawaii; and  
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8 WHEREAS, specific requirements to accommodate the  
9 anticipated increase in the number of Korean and Chinese  
10 visitors needs to be determined; now, therefore,  
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12 BE IT RESOLVED by the House of Representatives of the  
13 Twenty-fifth Legislature of the State of Hawaii, Regular Session  
14 of 2009, the Senate concurring, that the Speaker of the House of  
15 Representatives and President of the Senate are requested to  
16 establish a task force to study language accessibility within  
17 the tourism industry in Hawaii, particularly with regard to the  
18 anticipated increase in visitors from Korea and China; and  
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20 BE IT FURTHER RESOLVED that the task force include members  
21 of the Legislature, representatives of Hawaii Tourism Authority  
22 (HTA), the Department of Transportation, Office of Language  
23 Access (OLA), and tourism-related private sector industries such  
24 as the hotel industry, car rental industry, and restaurant  
25 industry; and  
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27 BE IT FURTHER RESOLVED that the task force is requested to  
28 select a chairperson from among its members; and  
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30 BE IT FURTHER RESOLVED that the task force is requested to:  
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- 32 (1) Evaluate current language accessibility in the visitor  
33 industry, including airports and private sector  
34 tourism-related industries;  
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- 36 (2) Report on current practice and the anticipated needs  
37 to accommodate the anticipated influx of tourists from  
38 Korea and China; and  
39
- 40 (3) Study the cost of implementing services related to  
41 providing increased Korean and Chinese language  
42 access;  
43

44 and



# H.C.R. NO. 194

1 BE IT FURTHER RESOLVED that the task force is requested to  
 2 submit its findings and recommendations, including cost  
 3 estimates and any necessary legislation, to the Legislature no  
 4 later than 20 days prior to the convening of the Regular Session  
 5 of 2010; and

6  
 7 BE IT FURTHER RESOLVED that certified copies of this  
 8 Concurrent Resolution be transmitted to the President and Chief  
 9 Executive Officer of HTA, Director of Transportation, and  
 10 Executive Director of OLA.  
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 12  
 13

OFFERED BY:

*John M. Mays*  
*Karen Luana*  
*Jesica Wood*

*[Signature]*  
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**Tom Brown**

MAR 17 2009

