
HOUSE 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

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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

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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,
11

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, that the Speaker of the House of Representatives is
15 requested to establish a task force to study language
16 accessibility within the tourism industry in Hawaii,
17 particularly with regard to the anticipated increase in visitors
18 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
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1 (3) Study the cost of implementing services related to
 2 providing increased Korean and Chinese language
 3 access;

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5 and

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7 BE IT FURTHER RESOLVED that the task force is requested to
 8 submit its findings and recommendations, including cost
 9 estimates and any necessary legislation, to the Legislature no
 10 later than 20 days prior to the convening of the Regular Session
 11 of 2010; and

12
13 BE IT FURTHER RESOLVED that certified copies of this
 14 Resolution be transmitted to the President and Chief Executive
 15 Officer of HTA, Director of Transportation, and Executive
 16 Director of OLA.

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18
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OFFERED BY:

A collection of handwritten signatures in black ink. At the top right, a large signature is written over a horizontal line. Below it, several other signatures are visible, including one that appears to be 'John M. ...' and another 'Tom Brown'. To the right, there are more signatures, including one that looks like 'Albert ...' and another 'And ...'. At the bottom right, there is a signature that appears to be 'Wendy ...'.

MAR 17 2009