



LINDA LINGLE
Governor

LLOYD I. UNEBASAMI
Interim President and
Chief Executive Officer

Hawai'i Tourism Authority

Hawai'i Convention Center, 1801 Kalākaua Avenue, Honolulu, Hawai'i 96815
Website: www.hawaii-tourism-authority.org

Telephone: (808) 973-2255
Fax: (808) 973-2253

Testimony of
Lloyd I. Unebasami
Interim President and Chief Executive Officer
Hawai'i Tourism Authority
on
H.C.R. 194 and H.R. 157
Requesting the Establishment of a Task Force to Study
Language Accessibility within the Tourism Industry in Hawai'i

LATE
TESTIMONY

House Committee on Tourism, Culture, & International Affairs
Monday, March 30, 2009
9:40 a.m.
Conference Room 312

The Hawai'i Tourism Authority (HTA) offers the following comments on H.C. R. 194 and H.R. 157 which requests the establishment of a task force to study language accessibility within the tourism industry in Hawai'i.

At present, the HTA is involved in various efforts related to helping to prepare Hawai'i's visitor industry for emerging markets such as China and Korea. Some examples are listed below:

- HTA has partnered with Kapiolani Community College to develop Chinese, Japanese and Korean language cultural training and language classes designed for hospitality, retail, restaurant, transportation and visitor attractions personnel. The program is available and customized to fit each organization's specific needs.
- In preparation for the South Korea visa waiver program that went into effect last November and to help prepare Hawai'i's visitor industry partners for the arrival of Korean travelers, HTA in conjunction with its marketing contractor, Hawai'i Tourism Korea, conducted a webinar on November 25, 2008. The webinar provided information on operational procedures of the visa waiver, marketing plans and partnership opportunities. Due to its success, HTA is working on plans for future webinars.

As such, the HTA has already been working with various groups to help prepare Hawai'i's visitor industry for emerging markets and will continue to do so. As such, the resolutions are unnecessary and we request that they be held. Thank you for the opportunity to testify on this measure.

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