

# LATE TESTIMONY

Testimony Presented Before the  
House Committee on Higher Education  
And  
House Committee on Tourism, Culture, and International Affairs

March 30, 2009 at 9:30 am

By  
Joel Weaver  
Director  
Hawaii English Language Program  
University of Hawai'i at Manoa

HCR 242 and HR 211- Relating to the Hawai'i Convention Center in partnership with the University of Hawai'i Academy for Creative Media, and NAFSA: Association of International Educators to develop a program and produce a film promoting Hawai'i as an education and training destination of choice.

Chairs Chang and Manahan, Vice Chairs Nakashima and Tokioka, and members of the House Committee on Higher Education and the House Committee on Tourism, Culture, and International Affairs:

I am the Director of the Hawaii English Language Program at UH Manoa. Our program provides International students with the academic English skills they need to succeed at UH Manoa or other higher educational institutions in Hawaii and elsewhere. I am also here as a member of NAFSA: Association of International Educators, which works to advance the free flow of scholars into and out of our country and our state.

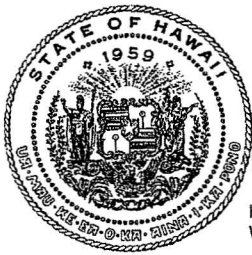
Thank you very much for the opportunity to testify on these two resolutions.

As a state that educated the current President of the United States, Hawai'i is in a position to boast about the quality of education and people that our state can produce.

Creating and distributing a film about the exceptional educational options our state has to offer and airing it in Waikiki hotels can influence the way tourists think about Hawai'i. Hawai'i will no longer be a destination of choice based solely on Hawai'i's rich culture and natural beauty, but also on its reputation for professional and education programs. Engaging faculty, staff and students to create an educational promotional film will create international, national, and local partnerships around this alternative form of tourism.

I strongly support the intent of these resolutions, as they are supportive of NAFSA's international education goals and objectives; however, as a UH employee, I am concern about the cost implications, particularly at this time. In recognition of many other priorities and issues being considered for our State, I respectfully offer a change of language to the resolutions to request that the HVCB, the State's educational community organized by NAFSA, and the University of Hawai'i's Academy for Creative Media determine costs and explore funding options for producing a short film that can be broadcast throughout Waikiki hotels informing travelers about Hawai'i's unique educational programs and opportunities. The findings and recommendations should be submitted to the Legislature not later than twenty days prior to the convening of the 2010 Regular Session.

Thank you, again, for the opportunity to testify.



# Hawai'i Tourism Authority

Hawai'i Convention Center, 1801 Kalākaua Avenue, Honolulu, Hawai'i 96815  
Website: [www.hawaiitourismauthority.org](http://www.hawaiitourismauthority.org)

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

LINDA LINGLE  
Governor

LLOYD I. UNEBASAMI  
Interim President and  
Chief Executive Officer

Testimony of  
**Lloyd I. Unebasami**  
Interim President and Chief Executive Officer  
Hawai'i Tourism Authority  
on  
**H.C.R. 242**  
**Requesting the Hawaii Convention Center in Partnership  
with the University of Hawaii Academy for Creative  
Media, and NAFSA: Association of International Educators  
to Develop a Program and Produce a Film Promoting Hawaii as an  
Education and Training Destination of Choice**

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

The Hawai'i Tourism Authority (HTA) offers the following comments on H.C. R. 242, which requests the Hawai'i Convention Center to develop and produce a film promoting Hawai'i as an education and training destination of choice in partnership with the University of Hawai'i Academy for Creative Media.

SMG is a company contracted by the HTA to manage and operate the Hawai'i Convention Center, including marketing for the use of the Hawai'i Convention Center. SMG is not contracted to do any of the things requested in H.C.R. 242, such as diversifying visitors into "educational tourists" pursuing short-term training courses or full degree programs.

In order to develop such a program, the Resolution should be amended to first identify the range of programs and courses that are offered by educational institutions and organizations in Hawai'i that may be of interest to students and scholars. These educational assets should be identified, compiled, organized, and made available in a way that is easily accessed by potential students, scholars, and "educational tourists".

We recommend that H.C.R. 242 be amended to request the University of Hawai'i to conduct a study to determine the courses and programs being offered in Hawai'i by the University of Hawai'i, other institutions of higher education, and organizations, and to recommend the most effective way to make this information accessible to out-of-state and international students, scholars, and "educational tourists".

We support H.C.R. 242 with the amendments that we have proposed (see attached). Thank you for the opportunity to testify on this measure.

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# HOUSE CONCURRENT RESOLUTION

REQUESTING THE UNIVERSITY OF HAWAII TO CONDUCT A STUDY OF THE PROGRAMS OFFERED BY THE UNIVERSITY OF HAWAII SYSTEM AND OTHER INSTITUTIONS OF HIGHER EDUCATION IN HAWAII TO FOR OUT-OF-STATE AND INTERNATIONAL STUDENTS.

1           WHEREAS, the University of Hawaii and other institutions in  
2 Hawaii offer programs that bring out-of-state and international  
3 students to Hawaii to pursue English, foreign languages, short-  
4 term courses and degree programs offered by the University and  
5 other institutions; and

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7           WHEREAS, out-of-state and international students and  
8 scholars may represent a significant market of visitors that can  
9 be attracted to study in Hawaii; and

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11           WHEREAS, because students and scholars focus on specific  
12 interests and programs offered by educational institutions when  
13 deciding where to go, it is important to make it easy for those  
14 students and scholars to find out the range of programs and  
15 courses being offered by institutions in Hawaii, and to compile  
16 and organize that information in a way that is easy for students  
17 and scholars to enroll in the programs and courses that they  
18 desire; and

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20           WHEREAS, it is important that these educational assets be  
21 identified, compiled, organized and made available in a way that  
22 is easily accessed and utilized by potential out-of-state and  
23 international students and scholars; now, therefore,

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25           BE IT RESOLVED by the House of Representatives of the  
26 Twenty-fifth Legislature of the State of Hawaii, Regular Session  
27 of 2009, the Senate concurring, that the University of Hawaii,  
28 is requested to conduct a study to determine the range of  
29 courses and programs being offered by the University of Hawaii  
30 system and other institutions of higher education in Hawaii that  
31 particularly appeal to out-of-state and international students  
32 and scholars; and

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BE IT FURTHER RESOLVED that the University of Hawaii submit a report of findings and recommendations with a listing of the courses and programs offered by the University of Hawaii system and other institutions of higher education in Hawaii, and the most effective way to make this information accessible to out-of-state and international students and scholars; and

BE IT FURTHER RESOLVED that the University of Hawaii shall submit its report of findings and recommendations to the Legislature not later than twenty days prior to the convening of the Regular Session of 2010; and

BE IT FURTHER RESOLVED that certified copies of this Concurrent Resolution be transmitted to the President of the University of Hawaii, President of Hawaii Pacific University, and the Vice President of Community Colleges, University of Hawaii.

OFFERED BY: \_\_\_\_\_

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## HOUSE RESOLUTION

REQUESTING THE HAWAII CONVENTION CENTER IN PARTNERSHIP WITH THE UNIVERSITY OF HAWAII ACADEMY FOR CREATIVE MEDIA, AND NAFSA: ASSOCIATION OF INTERNATIONAL EDUCATORS TO DEVELOP A PROGRAM AND PRODUCE A FILM PROMOTING HAWAII AS AN EDUCATION AND TRAINING DESTINATION OF CHOICE.

1           WHEREAS, Hawaii is recognized the world over as a world-  
2 class tourist destination and tourism is a major source of  
3 economic activity in Hawaii; and  
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5           WHEREAS, the State of Hawaii should capitalize on being a  
6 world-class tourist destination by diversifying visitors into  
7 "educational tourists" who might pursue a short-term training  
8 course in Hawaii or full degree programs; and  
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10           WHEREAS, the University of Hawaii's 2007-2008 enrollment of  
11 5,645 international students ranks as the 31<sup>st</sup> among the fifty  
12 states; and  
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14           WHEREAS, international students are a clean industry for  
15 Hawaii and their presence helps to expose Hawaii's citizenry to  
16 the world; and  
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18           WHEREAS, this kind of interaction is essential for  
19 preparing Hawaii's youth to be able to collaborate and compete  
20 successfully in the 21<sup>st</sup> century; and  
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1 BE IT RESOLVED by the House of Representatives of the  
2 Twenty-fifth Legislature of the State of Hawaii, Regular Session  
3 of 2009, that the Hawaii Convention Center in partnership with  
4 the University of Hawaii Academy for Creative Media, and NAFSA:  
5 Association of International Educators develop a program and  
6 produce a film promoting Hawaii as an education and training  
7 destination of choice; and  
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9 BE IT FURTHER RESOLVED that the Hawaii Visitor Bureau  
10 should broadcast this film into the Waikiki hotels ensuring a  
11 broad range of tourists become familiar with the wide range of  
12 educational opportunities Hawaii has to offer; and  
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14 BE IT FURTHER RESOLVED that certified copies of this  
15 Resolution be transmitted to transmitted to the Hawaii  
16 Convention Center, the Hawaii Tourism Authority, the Hawaii  
17 Visitor Bureau and the University of Hawaii Academy for Creative  
18 Media.  
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OFFERED BY:



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