
A BILL FOR AN ACT

RELATING TO TOURISM.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF HAWAII:

1 SECTION 1. (a) There is established in the Hawaii tourism
2 authority for administrative purposes a tourist assistance call
3 center task force. The task force shall work with the
4 University of Hawaii school of travel industry management to
5 assess the feasibility and cost of creating a tourist assistance
6 call center. The call center would enable tourists that call a
7 telephone number to be directed to an automated menu that would
8 link the caller to information about tourism-related niche
9 market sectors, including but not limited to sports and cultural
10 tourism. The task force shall also consider and identify the
11 niche tourism market sectors that could be included and assess
12 industry support for an information call center.

13 (b) The task force shall consist of fifteen members that
14 shall include but not be limited to representatives of the hotel
15 and lodging industry, various niche tourism activity markets,
16 industries that provide support services to tourism such as air,
17 sea, and land transportation, and tour operators. The task
18 force members shall be appointed by the governor from a list of



1 candidates jointly submitted by the speaker of the house of
2 representatives and president of the senate.

3 (c) The members of the task force shall:

4 (1) Select the chairperson of the task force from among
5 themselves; and

6 (2) Serve without compensation, but may be reimbursed for
7 necessary expenses including travel expenses incurred
8 in the performance of their official duties under this
9 Act.

10 (d) The department of business, economic development, and
11 tourism shall provide all administrative, technical,
12 professional, and clerical support required by the task force.

13 (e) The task force shall submit a report of its findings
14 and recommendations to the legislature no later than twenty days
15 prior to the convening of the regular session of 2010. The
16 report shall include but not be limited to recommendations and
17 information on the establishment of a tourist assistance call
18 center, such as:

19 (1) Feasibility;

20 (2) Cost;

21 (3) Niche tourism market sectors that could be included as
22 participants;



- 1 (4) Industry support; and
- 2 (5) Any proposed legislation necessary to establish a
- 3 tourist assistance call center.
- 4 (f) The task force shall cease to exist on June 30, 2010.

5 SECTION 2. This Act shall take effect upon its approval.

6

INTRODUCED BY: Cindy Evans
[Signature]

JAN 23 2009



Report Title:

Tourist Assistance Call Center

Description:

Establishes a task force to assess the feasibility and cost of creating a tourist assistance call center that would enable tourists to call a telephone number and be directed to an automated menu to obtain information about tourism-related niche market sectors.

