
HOUSE CONCURRENT RESOLUTION

REQUESTING THE SCHOOL OF TRAVEL INDUSTRY MANAGEMENT AT THE
UNIVERSITY OF HAWAII AT MANOA TO DEVELOP ENHANCEMENTS FOR
THE TOURISM-RELATED CAPABILITIES OF THE UNIVERSITY OF
HAWAII ECONOMIC RESEARCH ORGANIZATION DATA PORTAL.

1 WHEREAS, tourism continues to be one of the largest and
2 most significant sectors of Hawaii's economy; and

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4 WHEREAS, the travel industry, a vital component of the
5 tourism sector, is highly price-sensitive and subject to both
6 domestic and international economic performance; and

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8 WHEREAS, the sometimes volatile nature of the travel
9 industry and tourism as a whole requires that professionals in
10 these industries have a clear understanding of market data and
11 trends and how to use such data and trends in short- and long-
12 term business planning and management; and

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14 WHEREAS, the School of Travel Industry Management at the
15 University of Hawaii at Manoa has an international reputation of
16 producing hospitality, tourism, and travel management
17 professionals equipped to take on the challenges of Hawaii's
18 tourism sector; and

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20 WHEREAS, the knowledge and expertise of faculty within the
21 School of Travel Industry Management means that the School is
22 ideally suited to provide additional market analysis tools to
23 assist industry professionals in making business decisions; and

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25 WHEREAS, the University of Hawaii Economic Research
26 Organization Data Portal's menu-driven interface and wide array
27 of economic and social indicators represents an ideal platform
28 for travel industry professionals to access relevant data to aid
29 in such short- and long-term business planning and decision-
30 making; now, therefore,



1 BE IT RESOLVED by the House of Representatives of the
2 Twenty-sixth Legislature of the State of Hawaii, Regular Session
3 of 2011, the Senate concurring, that the School of Travel
4 Industry Management at the University of Hawaii at Manoa is
5 requested to develop enhancements for the tourism-related
6 capabilities of the University of Hawaii Economic Research
7 Organization Data Portal; and

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9 BE IT FURTHER RESOLVED that these enhancements include:

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11 (1) A broad cross-section of relevant variables, including
12 visitor origin data based on established major
13 markets, to provide a complete picture of the various
14 aspects of the travel industry;
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16 (2) The development of additional analytical capabilities
17 for tourism-related data;
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19 (3) Additional graphical display options for available
20 data analyses;
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22 (4) The capability to display visitor data trends at both
23 the State and county levels;
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25 (5) The presentation of micro-level trends; and
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27 (6) The inclusion of data on visitor attendance at major
28 attractions, including National Park sites;

29
30 and

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32 BE IT FURTHER RESOLVED that the School of Travel Industry
33 Management develop an online tutorial and provide regular in-
34 person training seminars to visitor industry professionals on
35 how to use the Data Portal to assist in decision-making; and

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37 BE IT FURTHER RESOLVED that the School of Travel Industry
38 Management submit a report on the progress of this project to
39 the Legislature no later than 20 days prior to the convening of
40 the 2012 Regular Session; and



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1 BE IT FURTHER RESOLVED that certified copies of this
2 Concurrent Resolution be transmitted to the Dean of the School
3 of Travel Industry Management and Executive Director of the
4 Economic Research Organization of the University of Hawaii.
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OFFERED BY: _____

Tom Brown
Tom Brown

MAR 16 2011

