
HOUSE CONCURRENT RESOLUTION

ENCOURAGING THE HAWAII TOURISM AUTHORITY TO CONVENE A TASK FORCE
TO STUDY OPPORTUNITIES TO PROMOTE AND EXPAND HERITAGE
TOURISM.

1 WHEREAS, Hawaii has a unique and culturally rich heritage
2 that can be found in its architecture, artifacts, oral and
3 written histories, music, dress, foods, and people; and
4

5 WHEREAS, with nearly six-and-a-half million visitors a year
6 from around the world who spend more than \$12,000,000,000 a
7 year, the visitor industry is the State's primary economic
8 driver; and
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10 WHEREAS, one of the fastest developing segments of the
11 visitor industry, Heritage Tourism, focuses on sharing Hawaii's
12 rich cultural diversity with visitors; and
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14 WHEREAS, heritage tourism is a clean, low-impact,
15 ecologically sensitive way to grow and develop the visitor
16 industry and strengthen Hawaii's economy; and
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18 WHEREAS, the National Trust for Historic Preservation has
19 conducted various studies that find that tourists who visit
20 historic sites and cultural attractions stay longer and spend an
21 average of \$623 per trip, compared with an average of \$347 spent
22 per trip by other visitors; and
23

24 WHEREAS, Hawaii has many noteworthy and culturally unique
25 areas of interest, including Bishop Museum, Iolani Palace,
26 Lahaina Whaling Town, Ewa Plantation Village, Waikiki
27 Natatorium, churches, temples, heiaus, Pearl Harbor, and the
28 Pacific Aviation Museum, which was recently ranked as one of the
29 ten best aviation museums in the United States; and
30



1 WHEREAS, a 2009 audit of the Hawaii Tourism Authority found
2 a lack of long term vision and strategic planning to promote and
3 increase all sectors of tourism in the State; and
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5 WHEREAS, the Hawaii Tourism Authority, combined with the
6 expertise of the Department of Business, Economic Development,
7 and Tourism; the State Historic Preservation Division; the
8 Office of Hawaiian Affairs; and other culturally based community
9 groups, has the resources to formulate a comprehensive plan to
10 invest in historic and culturally based tourism opportunities in
11 the State; and
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13 WHEREAS, the Heritage Caucus of the Hawaii State
14 Legislature is proud of the resources and talent that showcases
15 our culturally diverse and unique State; now, therefore,
16

17 BE IT RESOLVED by the House of Representatives of the
18 Twenty-sixth Legislature of the State of Hawaii, Regular Session
19 of 2011, the Senate concurring, that the Hawaii Tourism
20 Authority is requested to convene a task force to study
21 opportunities to promote and expand heritage tourism in the
22 State; and
23

24 BE IT FURTHER RESOLVED that the Hawaii Tourism Authority is
25 requested to compose the task force of the following members:
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- 27 (1) The Director of Business, Economic Development, and
28 Tourism, or the Director's designee;
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- 30 (2) A representative from the State Historic Preservation
31 Division, Department of Land and Natural Resources;
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- 33 (3) A representative from the State Foundation on Culture
34 and the Arts; and
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- 36 (4) The Chairperson of the Board of the Office of Hawaiian
37 Affairs; and
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39 BE IT FURTHER RESOLVED that the Hawaii Tourism Authority is
40 requested to invite a representative from each of the following
41 organizations to serve as members of the task force:
42

- 43 (1) Historic Hawaii Foundation;
44



- 1 (2) Arts of Aloha;
- 2
- 3 (3) Haleiwa Main Street Program;
- 4
- 5 (4) Bishop Museum;
- 6
- 7 (5) Hawaii Capitol Cultural Coalition;
- 8
- 9 (6) Daughters of Hawaii;
- 10
- 11 (7) Saint Damien Museum and Archives;
- 12
- 13 (8) Friends of Iolani Palace;
- 14
- 15 (9) Japanese Cultural Center of Hawaii;
- 16
- 17 (10) Hawaii Plantation Village;
- 18
- 19 (11) Scenic Hawaii;
- 20
- 21 (12) Saint Andrews Cathedral;
- 22
- 23 (13) Lahaina Historic District;
- 24
- 25 (14) Washington Place;
- 26
- 27 (15) Historic Hilo Downtown Association;
- 28
- 29 (16) Pacific Aviation Museum;
- 30
- 31 (17) Pearl Harbor Memorial Association; and
- 32
- 33 (18) Other organizations with expertise in, or a mission
- 34 focused on, heritage tourism; and
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36 BE IT FURTHER RESOLVED that the President and Chief
37 Executive Officer of the Hawaii Tourism Authority is requested
38 to serve as Chairperson of the task force; and
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40 BE IT FURTHER RESOLVED that the Hawaii Tourism Authority is
41 requested to submit to the Legislature, no later than twenty
42 days prior to the convening of the Regular Session of 2012, a
43 report of the findings and recommendations of the Task Force,
44 including any proposed legislation; and



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 2 BE IT FURTHER RESOLVED that certified copies of this
 3 Concurrent Resolution be transmitted to the Governor; the Mayors
 4 of the Counties of Hawaii, Kauai, Maui, and the City and County
 5 of Honolulu; the Director of Business, Economic Development, and
 6 Tourism; the Director of Accounting and General Services, and
 7 the Chairperson of the Board of Land and Natural Resources; the
 8 Chairperson of the Board of the Office of Hawaiian Affairs; the
 9 Chairperson of the Board of the Hawaii Tourism Authority; and
 10 the executive directors of the cultural and historic
 11 organizations listed above.
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OFFERED BY

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