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# HOUSE 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  
13

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, that the School of Travel Industry Management at the  
4 University of Hawaii at Manoa is requested to develop  
5 enhancements for the tourism-related capabilities of the  
6 University of Hawaii Economic Research Organization Data Portal;  
7 and

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9 BE IT FURTHER RESOLVED that these enhancements include:

- 10  
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;  
15  
16 (2) The development of additional analytical capabilities  
17 for tourism-related data;  
18  
19 (3) Additional graphical display options for available  
20 data analyses;  
21  
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

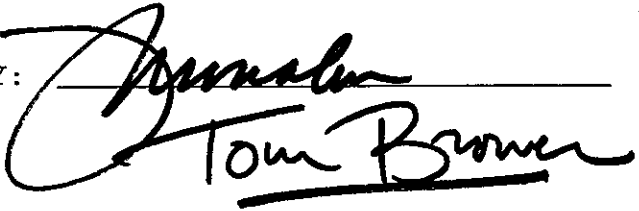
31  
32 BE IT FURTHER RESOLVED that the School of Travel Industry  
33 Management develop an online tutorial and provide regular in-  
34 person training seminars to visitor industry professionals on  
35 how to use the Data Portal to assist in decision-making; and  
36

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



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

  
Tom Browne

MAR 16 2011

