

MAR 16 2011

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# SENATE CONCURRENT RESOLUTION

REQUESTING AN EXPLORATORY STUDY ON HAWAII'S SUITABILITY AS A  
CLIMATOTHERAPY TOURISM DESTINATION FOR ATOPIC DISEASE  
PATIENTS FROM EAST ASIA.

1           WHEREAS, there continues to be a worldwide increase in the  
2 prevalence of atopic diseases, including asthma, allergic  
3 rhinoconjunctivitis, and atopic eczema and dermatitis; and  
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5           WHEREAS, the prevalence of atopic diseases has been shown  
6 to be affected by the level of urbanization, industrialization,  
7 and geographical latitude; and  
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9           WHEREAS, symptoms of atopic dermatitis manifest as an  
10 irritated skin condition ranging from mild chronic itching to  
11 severe itching with cracking, swelling, crusting, and scaling of  
12 the skin; and  
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14           WHEREAS, atopic dermatitis occurs most frequently in  
15 children and adolescents, and as a chronic disease it can appear  
16 for the first time or reappear in adulthood; and  
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18           WHEREAS, symptoms can be aggravated by environmental  
19 irritants, including exposure to chemicals, synthetic materials,  
20 cold or dry weather, air pollutants, air-borne allergens, as  
21 well as stress; and  
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23           WHEREAS, Japanese physicians have identified Hawaii, with  
24 its clean air, light humidity, and remote location, as providing  
25 a healing environment for relief from some of the symptoms  
26 associated with atopic diseases; and  
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28           WHEREAS, Hawaii is already a preferred vacation destination  
29 for many families in East Asia; and  
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1 WHEREAS, the global market for the atopic dermatitis  
2 therapeutics market is expected to grow to \$942,000,000 by 2017;  
3 and  
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5 WHEREAS, Hawaii is uniquely situated to capture a portion  
6 of the revenue derived from this therapeutic market in the form  
7 of climatotherapy tourism; now, therefore,  
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9 BE IT RESOLVED by the Senate of the Twenty-sixth  
10 Legislature of the State of Hawaii, Regular Session of 2011, the  
11 House of Representatives concurring, that the University of  
12 Hawai'i at Manoa, in partnership with the Hawaii Tourism  
13 Authority, is requested to undertake an exploratory study  
14 evaluating the suitability of Hawaii's facilities and  
15 environmental factors with respect to the promotion of the State  
16 as a climatotherapy tourism destination for atopic disease  
17 patients, particularly from East Asia; and  
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19 BE IT FURTHER RESOLVED that the exploratory study assess  
20 the potential economic benefits that may be derived from the  
21 promotion of Hawaii as a climatotherapy tourism destination for  
22 patients suffering from atopic diseases; and  
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24 BE IT FURTHER RESOLVED that the exploratory study also  
25 examine the cultural factors and needs associated with the  
26 establishment of a climatotherapy tourism market in Hawaii for  
27 atopic disease patients; and  
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29 BE IT FURTHER RESOLVED that the University of Hawai'i at  
30 Manoa and the Hawaii Tourism Authority are requested to submit  
31 their written findings and policy recommendations to the  
32 Legislature no later than twenty days prior to the convening of  
33 the Regular Session of 2012; and  
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35 BE IT FURTHER RESOLVED that certified copies of this  
36 Concurrent Resolution be transmitted to the Chancellor of the  
37 University of Hawai'i at Manoa and Chairperson of the Hawaii  
38 Tourism Authority Board of Directors.  
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