
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 a healing
25 environment for relief from some of the symptoms associated with
26 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 Hawaii 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 include
20 the following:
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- 22 (1) An assessment of the potential economic benefits that
23 may be derived from the promotion of Hawaii as a
24 climatotherapy tourism destination for patients
25 suffering from atopic diseases;
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- 27 (2) A determination of the size of the East Asian market
28 for climatotherapy services for atopic disease
29 patients;
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- 31 (3) An examination of the cultural factors and needs
32 associated with the establishment of a climatotherapy
33 tourism market in Hawaii for atopic disease patients;
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- 35 (4) Identification of enterprises and operators in the
36 State that can provide the climatotherapy services
37 required by patients suffering from atopic disease;
38 and
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- 40 (5) An evaluation of the potential business and health
41 industry needs that may arise from the promotion of
42 Hawaii as a climatotherapy destination for patients
43 suffering from atopic disease; and
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1 BE IT FURTHER RESOLVED that the University of Hawaii at
2 Manoa and the Hawaii Tourism Authority are requested to submit
3 their written findings and policy recommendations to the
4 Legislature no later than twenty days prior to the convening of
5 the Regular Session of 2012; and

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7 BE IT FURTHER RESOLVED that certified copies of this
8 Concurrent Resolution be transmitted to the Chancellor of the
9 University of Hawaii at Manoa and Chairperson of the Hawaii
10 Tourism Authority Board of Directors.

