

MAR 16 2011

SENATE 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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31 WHEREAS, the global market for the atopic dermatitis
32 therapeutics market is expected to grow to \$942,000,000 by 2017;
33 and
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1 WHEREAS, Hawaii is uniquely situated to capture a portion
2 of the revenue derived from this therapeutic market in the form
3 of climatotherapy tourism; now, therefore,

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5 BE IT RESOLVED by the Senate of the Twenty-sixth
6 Legislature of the State of Hawaii, Regular Session of 2011,
7 that the University of Hawai'i at Manoa, in partnership with the
8 Hawaii Tourism Authority, is requested to undertake an
9 exploratory study evaluating the suitability of Hawaii's
10 facilities and environmental factors with respect to the
11 promotion of the State as a climatotherapy tourism destination
12 for atopic disease patients, particularly from East Asia; and
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14 BE IT FURTHER RESOLVED that the exploratory study assess
15 the potential economic benefits that may be derived from the
16 promotion of Hawaii as a climatotherapy tourism destination for
17 patients suffering from atopic diseases; and
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19 BE IT FURTHER RESOLVED that the exploratory study also
20 examine the cultural factors and needs associated with the
21 establishment of a climatotherapy tourism market in Hawaii for
22 atopic disease patients; and
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24 BE IT FURTHER RESOLVED that the University of Hawai'i at
25 Manoa and the Hawaii Tourism Authority are requested to submit
26 their written findings and policy recommendations to the
27 Legislature no later than twenty days prior to the convening of
28 the Regular Session of 2012; and
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30 BE IT FURTHER RESOLVED that certified copies of this
31 Resolution be transmitted to the Chancellor of the University of
32 Hawai'i at Manoa and Chairperson of the Hawaii Tourism Authority
33 Board of Directors.
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Malama
Mike Gabriel
John Mark
Will Eyo Gil
Enzang Chun Aahlank
Stacy
Gilbert Kela
Mel N. H.

OFFERED BY: *Anne Mercader*

4/25/11 [Signature]