
HOUSE RESOLUTION

URGING THE HAWAII TOURISM AUTHORITY, IN CONSULTATION WITH THE
OFFICE OF ENTERPRISE TECHNOLOGY SERVICES, TO CONDUCT A
STUDY ON THE SOCIAL AND SAFETY IMPACTS OF GEOTAGGING.

1 WHEREAS, geotagging is the process of appending geographic
2 coordinates to media based on the location of a mobile device;
3 and
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5 WHEREAS, geotagging provides helpful insight into consumer
6 activity by allowing users to share the location where a video
7 or picture was taken or where the user is currently located; and
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9 WHEREAS, geotagging also allows organizations to analyze
10 where and how consumers interact with brands, thereby allowing
11 organizations to provide specialized offers and messaging; and
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13 WHEREAS, although geotagging allows a user to easily share
14 their location or where they visited with others, there are
15 unintended consequences of geotagging; and
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17 WHEREAS, geotagging is one of the many contributing factors
18 of overtourism, a major problem for the State as the increase in
19 the number of visitors each year takes a toll on the State's
20 natural resources; and
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22 WHEREAS, geotagging can attract a large number of visitors
23 to locations that simply do not have the infrastructure needed
24 to support large numbers of visitors; and
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26 WHEREAS, not only does this affect natural resources that
27 cannot support the influx of visitors, it also creates safety
28 concerns; and
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30 WHEREAS, despite the potentially positive consumer,
31 marketing, and social benefits of geotagging, other impacts of
32 geotagging have yet to be studied in depth and need to be better



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1 understood to address the probable social and safety impacts of
2 the continued or expanded use of geotagging; now, therefore,

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4 BE IT RESOLVED by the House of Representatives of the
5 Thirty-second Legislature of the State of Hawaii, Regular
6 Session of 2023, that the Hawaii Tourism Authority, in
7 consultation with the Office of Enterprise Technology Services,
8 is urged to conduct a study of the social and safety impacts of
9 geotagging in the State; and

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11 BE IT FURTHER RESOLVED that the Hawaii Tourism Authority is
12 urged to submit a report of its findings and recommendations,
13 including any proposed legislation, to the Legislature no later
14 than twenty days prior to the convening of the Regular Session
15 of 2024; and

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17 BE IT FURTHER RESOLVED that certified copies of this
18 Resolution be transmitted to the President and Chief Executive
19 Officer of the Hawaii Tourism Authority and Chief Information
20 Officer of the Office of Enterprise Technology Services.

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23 OFFERED BY: 

MAR 10 2023

