
HOUSE CONCURRENT 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 AND EVALUATE WAYS TO BRING GREATER EFFICIENCIES TO THE WAY TOURISM-RELATED DATA IS STORED AND MONITORED.

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
6 domestic and international economic performance; and
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8 WHEREAS, the volatile nature of the travel and tourism
9 industries requires that professionals in these industries have
10 a clear understanding of market data and trends and how to use
11 such data and trends in short- and long-term strategic business
12 planning and management; and
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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 strategic business
24 decisions; and
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26 WHEREAS, the University of Hawaii Economic Research
27 Organization Data Portal's menu-driven interface and wide array
28 of economic and social indicators are an ideal platform for
29 travel industry professionals to access relevant data to aid in



1 such short- and long-term strategic business planning and
2 decision-making; now, therefore,

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4 BE IT RESOLVED by the House of Representatives of the
5 Twenty-sixth Legislature of the State of Hawaii, Regular Session
6 of 2011, the Senate concurring, that the School of Travel
7 Industry Management at the University of Hawaii at Manoa is
8 requested to develop enhancements for the tourism-related
9 capabilities of the University of Hawaii Economic Research
10 Organization Data Portal; and

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12 BE IT FURTHER RESOLVED that these enhancements include:

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14 (1) A broad cross-section of relevant variables, including
15 visitor origin data based on established major
16 markets, to provide a complete picture of the various
17 aspects of the travel industry;
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19 (2) The development of additional analytical capabilities
20 for tourism-related data;
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22 (3) Additional graphical display options for available
23 data analyses;
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25 (4) The capability to display visitor data trends at the
26 state and county levels;
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28 (5) The presentation of micro-level trends; and
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30 (6) The inclusion of data on visitor attendance at major
31 attractions, including National Park sites; and
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33 BE IT FURTHER RESOLVED that the School of Travel Industry
34 Management develop an online tutorial and provide regular in-
35 person training seminars to visitor industry professionals on
36 how to use the Data Portal to assist in decision-making; and
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38 BE IT FURTHER RESOLVED that the University of Hawaii
39 Economic Research Organization, the Department of Business,
40 Economic Development, and Tourism, and the Hawaii Tourism
41 Authority are requested to work together to examine ways to
42 consolidate the data portals currently used to store and monitor
43 tourism-related data in order to:
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- 1 (1) Prevent the duplication of services;
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3 (2) Eliminate wasteful spending that occurs at the
4 taxpayers' expense; and
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6 (3) Ensure that the data is stored and monitored in the
7 most effective and cost-efficient manner for the State
8 of Hawaii; and
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10 BE IT FURTHER RESOLVED that the School of Travel Industry
11 Management submit a report on the progress of this project to
12 the Legislature no later than twenty days prior to the convening
13 of the 2012 Regular Session; and
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15 BE IT FURTHER RESOLVED that the University of Hawaii
16 Economic Research Organization, the Department of Business,
17 Economic Development, and Tourism, and the Hawaii Tourism
18 Authority submit a report, summarizing their findings and
19 recommendations to consolidate the data portals currently used
20 to store and monitor tourism-related data in an effective and
21 cost-efficient manner that prevents the duplication of services
22 and saves taxpayer money, to the Legislature no later than
23 twenty days prior to the convening of the 2012 Regular Session;
24 and
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26 BE IT FURTHER RESOLVED that certified copies of this
27 Concurrent Resolution be transmitted to the Director of
28 Business, Economic Development, and Tourism, Chancellor of the
29 University of Hawaii at Manoa, Dean of the School of Travel
30 Industry Management, the Hawaii Tourism Authority, and Executive
31 Director of the University of Hawaii Economic Research
32 Organization.

