

STAND. COM. REP. NO.

1344

Honolulu, Hawaii

APR 25 2011

RE: H.C.R. No. 273
S.D. 1

Honorable Shan S. Tsutsui
President of the Senate
Twenty-Sixth State Legislature
Regular Session of 2011
State of Hawaii

Sir:

Your Committees on Tourism and Education, to which was referred H.C.R. No. 273 entitled:

"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, "

beg leave to report as follows:

The purpose of this measure is to request 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, develop an online tutorial, and provide regular in-person training seminars to visitor industry professionals on how to use the Data Portal to assist in decision-making. The intent of this measure is to provide additional market analysis tools to assist industry professionals in making business decisions to further enhance Hawaii's tourism industry.

Your Committees received testimony in support of this measure from the University of Hawaii Economic Research Organization and the School of Travel Industry Management at the University of Hawaii at Manoa.

Your Committees find that the volatile nature of the travel and tourism industries requires that professionals in these fields have a clear understanding of market data and trends and how to

2011-2246 HCR SSCR SMA-4.doc



use such data and trends in short- and long-term strategic business planning and management. This measure will provide system enhancements to assist industry professionals in the deliverance of quality tourism services and market planning. Your Committees also find that there is a need for greater efficiency with respect to the way travel-related data is entered and stored in order to prevent the duplication of services, streamline the data entry process, and save taxpayer money.

Accordingly, your Committees have amended this measure by:

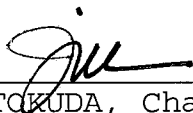
- (1) Requesting the University of Hawaii Economic Research Organization, the Department of Business, Economic Development, and Tourism, and the Hawaii Tourism Authority to work together to examine ways to consolidate the data portals currently used to store and monitor tourism-related data in order to:
 - (A) Prevent the duplication of services;
 - (B) Eliminate wasteful spending that occurs at the taxpayers' expense; and
 - (C) Ensure that the data is stored and monitored in the most effective and cost-efficient manner for the State of Hawaii;
- (2) Requesting the University of Hawaii Economic Research Organization, the Department of Business, Economic Development, and Tourism, and the Hawaii Tourism Authority to submit a report to the Legislature no later than twenty days prior to the convening of the 2012 Regular Session summarizing their findings and recommendations on ways to consolidate the data portals;
- (3) Amending its title accordingly; and
- (4) Making technical, nonsubstantive amendments for the purposes of clarity and consistency.

As affirmed by the records of votes of the members of your Committees on Tourism and Education that are attached to this report, your Committees concur with the intent and purpose of H.C.R. No. 273, as amended herein, and recommend its adoption in the form attached hereto as H.C.R. No. 273, S.D. 1.



1344

Respectfully submitted on
behalf of the members of the
Committees on Tourism and
Education,



JILL TOKUDA, Chair



DONNA MERCADO KIM, Chair



The Senate
 Twenty-Sixth Legislature
 State of Hawai'i

Record of Votes
Committee on Tourism
TSM

Bill / Resolution No.:*	Committee Referral:	Date:		
HCR 273	TSM/EDU	4/19/11		
<input type="checkbox"/> The committee is reconsidering its previous decision on this measure. If so, then the previous decision was to: _____				
The Recommendation is:				
<input type="checkbox"/> Pass, unamended 2312	<input checked="" type="checkbox"/> Pass, with amendments 2311	<input type="checkbox"/> Hold 2310		
<input type="checkbox"/> Recommit 2313				
Members	Aye	Aye (WR)	Nay	Excused
KIM, Donna Mercado (C)	/			
KOUCHI, Ronald D. (VC)	/			
GALUTERIA, Brickwood	/			
KAHELE, Gilbert	/			
SLOM, Sam	/			
TOTAL	5			
Recommendation:				
<input checked="" type="checkbox"/> Adopted <input type="checkbox"/> Not Adopted				
Chair's or Designee's Signature:				
<i>[Handwritten Signature]</i>				
Distribution:				
Original File with Committee Report	Yellow Clerk's Office	Pink Drafting Agency	Goldenrod Committee File Copy	

*Only one measure per Record of Votes

The Senate
 Twenty-Sixth Legislature
 State of Hawai'i

Record of Votes
Committee on Education
EDU

Bill / Resolution No.:* HCR 273	Committee Referral: TSM/EDU	Date: 4-19-11		
<input type="checkbox"/> The committee is reconsidering its previous decision on this measure. If so, then the previous decision was to: _____				
The Recommendation is: <input type="checkbox"/> Pass, unamended 2312 <input checked="" type="checkbox"/> Pass, with amendments 2311 <input type="checkbox"/> Hold 2310 <input type="checkbox"/> Recommit 2313				
Members	Aye	Aye (WR)	Nay	Excused
TOKUDA, Jill N. (C)	✓			
KIDANI, Michelle N. (VC)	✓			
CHUN OAKLAND, Suzanne				✓
NISHIHARA, Clarence K.				✓
TANIGUCHI, Brian T.	✓			
SLOM, Sam	✓			
TOTAL				
Recommendation: <input checked="" type="checkbox"/> Adopted <input type="checkbox"/> Not Adopted				
Chair's or Designee's Signature: <div style="text-align:center; font-family: cursive; font-size: 1.2em;">Michelle N. Kidani</div>				
Distribution: Original Yellow Pink Goldenrod File with Committee Report Clerk's Office Drafting Agency Committee File Copy				

*Only one measure per Record of Votes