

STAND. COM. REP. NO.

1405

Honolulu, Hawaii

APR 28 2011

RE: H.C.R. No. 273

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

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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 suggest that in order to achieve the objectives and enhancements identified in this measure in the most effective and efficient manner, the School of Travel Industry Management should consult and work in close collaboration with the University of Hawaii Economic Research Organization, the Department of Business, Economic Development, and Tourism, and the Hawaii Tourism Authority to examine ways to consolidate the data portals currently used to store and monitor tourism-related data. Such collaboration amongst those entities would likely:

- (1) Prevent the duplication of services;
- (2) Eliminate wasteful spending that occurs at the taxpayers' expense; and
- (3) Ensure that the data is stored and monitored in the most effective and cost-efficient manner for the State of Hawaii;

Your Committees also suggest that information on any data portal consolidation efforts undertaken by the University of Hawaii Economic Research Organization, the Department of Business, Economic Development, and Tourism, and the Hawaii Tourism Authority be included within the School of Travel Industry Management's report to the Legislature pursuant to this measure, which is requested to be submitted no later than twenty days prior to the convening of the 2012 Regular Session.

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 and recommend its adoption.



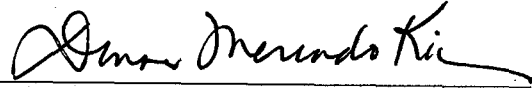
1405

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



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JILL TOKUDA, Chair



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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	4-27-11	
<input checked="" type="checkbox"/> The committee is reconsidering its previous decision on this measure. If so, then the previous decision was to: <u>App with Amend</u>			
The Recommendation is: <div style="display: flex; justify-content: space-between; align-items: flex-start; margin-top: 10px;"> <div style="text-align: center;"> <input checked="" type="checkbox"/> Pass, unamended 2312         </div> <div style="text-align: center;"> <input checked="" type="checkbox"/> Pass, with amendments 2311         </div> <div style="text-align: center;"> <input type="checkbox"/> Hold 2310         </div> <div style="text-align: center;"> <input type="checkbox"/> Recommit 2313         </div> </div>			
Members	Aye	Aye (WR)	Nay
KIM, Donna Mercado (C)	✓		
KOUCHI, Ronald D. (VC)	✓		
GALUTERIA, Brickwood	✓		
KAHELE, Gilbert	✓		
SLOM, Sam	✓		
<b>TOTAL</b>	<b>5</b>		
Recommendation: <div style="display: flex; justify-content: space-around; margin-top: 5px;"> <input checked="" type="checkbox"/> Adopted         <input type="checkbox"/> Not Adopted         </div>			
Chair's or Designee's Signature: <div style="text-align: center; margin-top: 10px;"> </div>			
<b>Distribution:</b> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> <div style="text-align: center;">Original File with Committee Report</div> <div style="text-align: center;">Yellow Clerk's Office</div> <div style="text-align: center;">Pink Drafting Agency</div> <div style="text-align: center;">Goldenrod Committee File Copy</div> </div>			

\*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.:* <b>HCR 273</b>	Committee Referral: <b>TSM/EDU</b>	Date: <b>4/27/11</b>		
<input checked="" type="checkbox"/> The committee is reconsidering its previous decision on this measure. If so, then the previous decision was to: <u><b>PASS WITH AMENDMENTS</b></u>				
The Recommendation is: <input checked="" type="checkbox"/> Pass, unamended 2312 <input type="checkbox"/> Pass, with amendments 2311 <input type="checkbox"/> Hold 2310 <input type="checkbox"/> Recommit 2313				
<b>Members</b>	<b>Aye</b>	<b>Aye (WR)</b>	<b>Nay</b>	<b>Excused</b>
TOKUDA, Jill N. (C)	/			
KIDANI, Michelle N. (VC)				/
CHUN OAKLAND, Suzanne	/			
NISHIHARA, Clarence K.	/			
TANIGUCHI, Brian T.	/			
SLOM, Sam	/			
<b>TOTAL</b>	<b>5</b>	<b>0</b>	<b>0</b>	<b>1</b>
Recommendation: <input checked="" type="checkbox"/> Adopted <input type="checkbox"/> Not Adopted				
Chair's or Designee's Signature: 				
<b>Distribution:</b> Original     Yellow     Pink     Goldenrod File with Committee Report     Clerk's Office     Drafting Agency     Committee File Copy				

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