
HOUSE CONCURRENT RESOLUTION

REQUESTING THE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT, AND
TOURISM AND THE HAWAII TOURISM AUTHORITY TO INCREASE THEIR
MARKETING EFFORTS IN THE NICHE MARKET OF HERITAGE TOURISM.

1 WHEREAS, heritage tourists support local culture by
2 supporting local small business owners whose products reflect
3 Hawaii's culture; and
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5 WHEREAS, heritage tourists tend to spend more money and
6 stay longer than other travelers; and
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8 WHEREAS, high-quality heritage tourism improves the quality
9 of life for local residents; and
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11 WHEREAS, high-quality heritage tourism improves the quality
12 of life for traveling visitors; and
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14 WHEREAS, the National Trust for Historic Preservation
15 defines heritage tourism as traveling to experience the places,
16 artifacts and activities that authentically represent the
17 stories and people of the past and present which includes
18 cultural, historic and natural resources; and
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20 WHEREAS, tourism is a powerful economic development tool;
21 and
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23 WHEREAS, linking tourism with heritage can do more for
24 local economies than promoting them separately; now, therefore,
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26 BE IT RESOLVED by the House of Representatives of the
27 Twenty-fourth Legislature of the State of Hawaii, Regular
28 Session of 2007, the Senate concurring, that the Department of
29 Business, Economic Development, and Tourism and the Hawaii
30 Tourism Authority to increase their marketing efforts in the
31 niche market of heritage tourism; and



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BE IT FURTHER RESOLVED that certified copies of this Concurrent Resolution be transmitted to the Director of the Department of Business, Economic Development and Tourism and the Hawaii Tourism Authority.

OFFERED BY: Carrie W. Clary

Carol Meyer

Karen Awana

[Signature]

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MAR 14 2007

