STAND. COM. REP. NO. 1962

Honolulu, Hawaii

RE: H.C.R. No. 325

Honorable Calvin K.Y. Say Speaker, House of Representatives Twenty-Fourth State Legislature Regular Session of 2007 State of Hawaii

Sir:

Your Committee on Tourism & Culture, to which was referred H.C.R. No. 325 entitled:

"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,"

begs leave to report as follows:

The purpose of this concurrent resolution is to promote Hawaii's unique cultural heritage by requesting the Department of Business, Economic Development, and Tourism (DBEDT) to increase its marketing efforts in the niche market of heritage tourism.

Daughters of Hawaii supported this measure. DBEDT supported the intent of this measure. The Hawaii Tourism Authority (HTA) submitted comments.

Your Committee notes that HTA annually supports over 130 projects through its Festivals and Events and Product Enrichment Programs. Many of these projects focus on cultural and heritage tourism, and provide visitors with activities that promote Hawaii's unique culture. Your Committee finds that HTA and DBEDT should continue to work together to maintain and expand these types of programs for the benefit of our visitor industry and for our state as a whole.

As affirmed by the record of votes of the members of your Committee on Tourism & Culture that is attached to this report, your Committee concurs with the intent and purpose of H.C.R. No. 325 and recommends its adoption.

Respectfully submitted on behalf of the members of the Committee on Tourism & Culture,

RYAN I. YAMANE, Chair



State of Hawaii House of Representatives The Twenty-fourth Legislature

Record of Votes of the Committee on Tourism & Culture

TAC The recommendation is to: Pass, unamended Pass, with amendments Pass,	Bill/Resolution No.:	Date:				
TAC The recommendation is to: Pass, unamended Pass, with amendments Pass,		4-02-	4-02-07			
TAC Members Ayes Ayes (WR) Nays Excused 1. YAMANE, Ryan L (C) 2. MANAHAN, Joey (VC) 3. BERG, Lyla B., Ph.D. 4. BROWER, Tom 5. CHANG, Jerry L. 6. HANOHANO, Faye P. 7. HERKES, Robert N. 8. TSUI, Clift 9. WAKAI, Glenn 10. YAMASHITA, Kyle T. 11. CHING, Corinne W.L. 12. MARUMOTO, Barbara C. TOTAL TOTAL TOTAL TOTAL Joint referral, Committee acronym(s) Wice Chairs or designed signature: Pass, with amendments, for recommitted for further consideration Rayes (WR) Nays Excused	Committee Referral: TAC					
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