
HOUSE RESOLUTION

REQUESTING THE HAWAII VISITORS AND CONVENTION BUREAU IN PARTNERSHIP WITH THE UNIVERSITY OF HAWAII ACADEMY FOR CREATIVE MEDIA, NAFSA: ASSOCIATION OF INTERNATIONAL EDUCATORS, AND THE HAWAII HOTEL AND LODGING ASSOCIATION TO DEVELOP A PROGRAM AND PRODUCE A FILM PROMOTING HAWAII AS AN EDUCATION AND TRAINING DESTINATION OF CHOICE.

1 WHEREAS, Hawaii is recognized the world over as a world-
2 class tourist destination and tourism is a major source of
3 economic activity in Hawaii; and
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5 WHEREAS, the State of Hawaii should capitalize on its
6 reputation as a world-class tourist destination by attracting
7 "educational tourists" who might pursue a short-term training
8 course or full degree programs in Hawaii; and
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10 WHEREAS, the University of Hawaii's 2007-2008 enrollment of
11 5,645 international students ranks 31st among the fifty states;
12 and
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14 WHEREAS, international students are a clean industry for
15 Hawaii and their presence helps to expose Hawaii's citizenry to
16 the world; and
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18 WHEREAS, this kind of interaction is essential for
19 preparing Hawaii's youth to collaborate and compete successfully
20 in the 21st century; and
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22 BE IT RESOLVED by the House of Representatives of the
23 Twenty-fifth Legislature of the State of Hawaii, Regular Session
24 of 2009, the Senate concurring, that the Hawaii Visitors and
25 Convention Bureau (HVCB) in partnership with the University of



1 Hawaii Academy for Creative Media, NAFSA: Association of
2 International Educators, and the Hawaii Hotel and Lodging
3 Association is requested to determine costs and funding options
4 for production of a short film that can be broadcasted
5 throughout Waikiki hotels to promote Hawaii as an education and
6 training destination of choice; and
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8 BE IT FURTHER RESOLVED that UH is requested to conduct a
9 study to determine the courses and programs offered in Hawaii by
10 UH, other institutions of higher education, and organizations;
11 and
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13 BE IT FURTHER RESOLVED that HVCB and UH are requested to
14 submit their findings and recommendations to the Legislature no
15 later than 20 days prior to the convening of the regular session
16 of 2010; and
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18 BE IT FURTHER RESOLVED that certified copies of this
19 Concurrent Resolution be transmitted to the Hawaii Visitors and
20 Convention Bureau, the Hawaii Tourism Authority, the Hawaii
21 Hotel and Lodging Association, NAFSA: Association of
22 International Educators, and the University of Hawaii Academy
23 for Creative Media.
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