

UNIVERSITY OF HAWAI‘I SYSTEM REPORT



Report by the University of Hawai‘i at Mānoa School of Travel Industry Management to develop enhancements for the tourism-related capabilities of the University of Hawaii Economic Research Organization Data Portal and 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.

HCR 273 S.D.1 (2011)

December 2011

HCR 273/HR 240 – 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

Subsequent to the passage of this resolution, the School of Travel Industry Management (TIM) at the University of Hawai‘i at Mānoa (UHM) was contracted by the Hawai‘i Tourism Authority (HTA) to assist in the design of an online analytical processing module for the HTA/DBEDT data warehouse. State Department of Business, Economic Development & Tourism (DBEDT) supports the project by participating in all the discussions and providing recommendations. After obtaining the necessary institutional approvals during the summer, regular conference calls between TIM School faculty, HTA and DBEDT personnel, and contracted programmers in Washington, D.C. were held by the following to coordinate these efforts.

Juanita C. Liu, Ph.D., Interim Dean and Professor, School of TIM, UHM

Daniel Spencer, Ph.D., Associate Professor, School of TIM, UHM

Eugene X. Tian, Ph.D., Acting Administrator, Research and Economic Analysis Division, DBEDT

Paul T. Oshiro, Research Statistician, READ, DBEDT

Daniel K. Nahoopii, Director of Tourism Research, Hawaii Tourism Authority

Lawrence Liu, Ph.D., Research Statistician, HTA

Vladimir Eskin, Ph.D. , Managing Director of International Operations, PROGNOZ

To date progress has been made in inventorying, assembling and organizing a wide range of complex data bases and designing the graphical user interfaces and desired outputs. The goal is for users to be able to access relevant variables, view a dashboard of key indicators on the visitor industry and create customized graphics portraying patterns and trends in tourist activity within the state. The project is a continuation of efforts by the HTA and DBEDT to disseminate visitor industry statistics and other economic data to the public through the HTA/DBEDT Data Warehouse and associated analytical tools, such as “Visitor Highlights” tables and the “QuickFacts” and “Data Explorer” tools. The purpose is to expand the data series and refine the existing Data Warehouse and associated tools to make them more powerful and easier to use.

Systems design and data bases are expected to be finalized by the end of 2011 so that programming can commence. System testing and refinement are expected to be done during the summer. These refinements will enable more of Hawaii’s vast array of cutting-edge visitor and economic data to be readily accessible and usable for members of the state’s tourism industry and general public users. This, in turn, will permit users to obtain more timely and usable information based on the data comparisons and trends for decision-making purposes.

If there are any questions, please contact Juanita Liu at 956-7166 or liujuani@hawaii.edu.