WHEREAS, established in 1997, the Native Hawaiian Hospitality Association (NaHHA) is a non-profit organization whose vision is to perpetuate an authentic spirit of aloha and Hawaiian culture in hospitality industry planning, promotion, and product development; and

WHEREAS, the Hawai‘i Tourism Authority developed the Hawai‘i Tourism Strategic Plan 2005 - 2015 and named NaHHA as the lead organization for its Hawaiian Culture Initiative (HCI), one of nine initiatives of the strategic plan; and

WHEREAS, as the lead agency for the HCI, NaHHA conducted in-depth research and gathered information to create an informed action plan to actualize HCI's overarching goal of 'honoring and perpetuating the Hawaiian culture and community'; and

WHEREAS, after meeting with over 500 stakeholders from all islands, 25 Hawaiian organizations, and 50 leaders of the visitor industry; convening 17 community meetings throughout the islands; organizing six specialized focus groups; and conducting the first Native Hawaiian Tourism Conference, which was attended by over 300 people, NaHHA developed a 45-Point Action Plan; and

WHEREAS, guided by the 45-Point Action Plan, NaHHA continues to engage stakeholders to participate in and support actions that help accomplish the objectives of the Plan and HCI; and

WHEREAS, the objectives of the 45-Point Action Plan and HCI include strengthening the relationships between the visitor industry and the Hawaiian community; striving to nurture the Hawaiian culture by creating visitor experiences, activities,
and marketing programs that are respectful and accurate; and
supporting Hawaiian programs and cultural practitioners,
craftsmen, musicians, and other artists in their efforts to
preserve and perpetuate the Hawaiian culture where appropriate;
and

WHEREAS, in 2006, NaHHA submitted a proposal for funding to
the Administration for Native Americans and was awarded funds to
write a cultural curriculum which created a "train the trainer"
project; and

WHEREAS, the goal of the three-year "train the trainer"
project was to improve opportunities for Hawaiians to succeed in
positively influencing and impacting the visitor industry of
Hawai'i which resulted in the creation of Ola Hawai'i; and

WHEREAS, the Ola Hawai'i program addresses the need for
cultural education and training to support the HCI objectives
that strengthen the relationship between the host Hawaiian
culture and the visitor industry; and

WHEREAS, the curriculum of the Ola Hawai'i program teaches
industry managers and employees about Hawaiian values, chiefly
leadership and its relevance to the visitor industry, Hawaiian
culture, the Ho'okipa (Hospitality) Model, the Ho'okaulike
(bring into balance) Model, and opportunities for growth; and

WHEREAS, the Ola Hawai'i program workshops are conducted by
Alaka'i, or leaders, who have completed a rigorous, year-long
training program, and who are certified by NaHHA to conduct
workshops on all islands; now, therefore,

BE IT RESOLVED by the House of Representatives of the
Twenty-fifth Legislature of the State of Hawaii, Regular Session
of 2010, the that this body supports the Native Hawaiian
Hospitality Association and its Ola Hawai'i program as dynamic
contributors to the betterment of the conditions and
relationships between Hawaiians and the visitor industry of
Hawai'i; and
BE IT FURTHER RESOLVED that certified copies of this Resolution be transmitted to the Board of Directors of the Native Hawaiian Hospitality Association, Director of the Hawai‘i Tourism Authority, President of the Hawai‘i Hotel and Lodging Association, and Board of Directors of the Association of Hawaiian Civic Clubs.

OFFERED BY:

[Signatures]

[Signature]

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[Signature]

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FEB 18 2010