

MAR 12 2021

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# SENATE RESOLUTION

REQUESTING THE HAWAII TOURISM AUTHORITY TO DEVELOP AN  
IMPLEMENTATION PLAN BASED ON TOURISM HOT SPOTS IDENTIFIED  
IN COUNTY DESTINATION MANAGEMENT ACTION PLANS.

1           WHEREAS, tourism is a major contributor to Hawaii's  
2 economy, with visitors to Hawaii spending more than  
3 \$17,000,000,000 in 2018, and generating more than \$2,000,000,000  
4 in state tax revenue and supporting more than two hundred  
5 thousand jobs in 2019; and  
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7           WHEREAS, the number of visitor arrivals declined from more  
8 than 10,000,000 in 2019 to 2,400,000 in 2020 due to the global  
9 COVID-19 pandemic, causing disruption to Hawaii's economy and a  
10 record 149,900 unemployed in April 2020; and  
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12           WHEREAS, the current reduction in the number of visitors  
13 provides Hawaii with the opportunity to review and restructure  
14 tourism management practices that can be implemented as tourism  
15 recovers; and  
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17           WHEREAS, the steady increase in visitors prior to March  
18 2020 caused a strain on infrastructure, facilities, and  
19 attractions relied upon and enjoyed by residents and tourists  
20 alike; and  
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22           WHEREAS, between 2010 and 2020, residents who agreed with  
23 the statement, "tourism brings more benefits than problems",  
24 declined from eighty percent to fifty-four percent; and  
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26           WHEREAS, this decline illustrates residents' growing  
27 concerns with the impacts that pre-COVID tourism had on Hawaii's  
28 natural resources and the residents' respective communities; and  
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30           WHEREAS, these concerns led to the formation of grassroots  
31 community groups seeking to mitigate the growing impacts of  
32 tourism; and



1           WHEREAS, the Hawaii Tourism Authority previously  
2 collaborated with other agencies and entities to address the  
3 impacts of tourism; and

4  
5           WHEREAS, the Hawaii Tourism Authority's efforts included  
6 collaborating with the Department of Land and Natural Resources  
7 to develop the Haena State Park management plan, funding  
8 "ambassadors" to manage traffic at Maunawili Falls, and working  
9 with the City and County of Honolulu to fund the installation of  
10 closed-circuit cameras in Waikiki; and

11  
12           WHEREAS, the goal for the Hawaii Tourism Authority's  
13 destination management action plan for each island is to  
14 "rebuild, redefine, and reset" the direction of tourism to  
15 enhance residents' quality of life and improve the visitor  
16 experience across the islands; and

17  
18           WHEREAS, destination management includes attracting and  
19 educating responsible visitors, and finding solutions to  
20 overcrowded attractions and natural resources, overtaxed  
21 infrastructure, and other tourism-related problems; and

22  
23           WHEREAS, the Hawaii Tourism Authority identifies a "hot  
24 spot" as an area or site that attracts visitors because of its  
25 popularity, resulting in overcrowding, congestion, degradation  
26 of resources, safety hazards, and a negative experience for  
27 residents and visitors; and

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29           WHEREAS, destination management involves collaboration with  
30 the federal, state, and county governments; visitor industry;  
31 and impacted communities to improve Hawaii's world-class natural  
32 resources and unique cultural assets; and

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34           WHEREAS, the global COVID-19 pandemic has raised awareness  
35 of visitor-industry vulnerabilities and opportunities to build  
36 back better; and

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38           WHEREAS, any state or county agency may render services  
39 upon request of the Hawaii Tourism Authority; and



1           WHEREAS, the Hawaii Tourism Authority may establish an  
2 advisory group which may meet monthly or as the Hawaii Tourism  
3 Authority deems necessary, to prepare and execute programs for  
4 the management, improvement, and protection of Hawaii's natural  
5 environment and other areas frequented by visitors; and  
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7           WHEREAS, the advisory group may include the Director of  
8 Business, Economic Development, and Tourism and the Chairperson  
9 of the Board of Land and Natural Resources; and  
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11           WHEREAS, the Hawaii Tourism Authority is responsible for  
12 creating a vision and a long-range strategic plan for tourism in  
13 Hawaii; and  
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15           WHEREAS, the Hawaii Tourism Authority adopted a new five-  
16 year strategic plan in 2020 that "shifts more emphasis to  
17 address tourism's impacts"; now, therefore,  
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19           BE IT RESOLVED by the Senate of the Thirty-first  
20 Legislature of the State of Hawaii, Regular Session of 2021,  
21 that the Hawaii Tourism Authority is requested to develop an  
22 implementation plan based on tourism hot spots identified in  
23 County Destination Management Action Plans; and  
24

25           BE IT FURTHER RESOLVED that the implementation plan:  
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- 27           (1) Compile and prioritize issues and hot spots identified  
28           in each island's Destination Management Action Plan;  
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- 30           (2) Determine the resources, including staffing, needed to  
31           facilitate multi-year discussions between public,  
32           private, and community stakeholders to address issues  
33           and hot spots, including discussions with each  
34           respective county and state agency on who would do the  
35           work and the suitable entity to retain contractors and  
36           staff;  
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- 38           (3) Establish personnel descriptions or consultant scopes  
39           of work that could be used as templates to carry out  
40           the work;



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1 (4) Clarify and describe the process involved in the  
2 Hawaii Tourism Authority's role to secure and  
3 distribute resources, monitor progress at the island  
4 level, and measure outcomes; and  
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6 (5) Develop a recommended timetable for implementation;  
7 and  
8

9 BE IT FURTHER RESOLVED that the Hawaii Tourism Authority is  
10 requested to submit the implementation plan, including any  
11 proposed legislation, to the Legislature no later than twenty  
12 days prior to the convening of the Regular Session of 2022; and  
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14 BE IT FURTHER RESOLVED that certified copies of this  
15 Resolution be transmitted to the Governor; Director of Business,  
16 Economic Development, and Tourism; and President and Chief  
17 Executive Officer of the Hawaii Tourism Authority.  
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19  
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OFFERED BY:

J. Palani Eggh

