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# A BILL FOR AN ACT

RELATING TO REGENERATIVE TOURISM.

**BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF HAWAII:**

1           SECTION 1. Section 226-8, Hawaii Revised Statutes, is  
2 amended by amending subsection (b) to read as follows:

3           "(b) To achieve the visitor industry objective, it shall  
4 be the policy of this State to:

5           (1) Support and assist in the promotion of Hawaii's  
6 visitor attractions and facilities.

7           (2) Ensure that visitor industry activities are in keeping  
8 with the social, economic, and physical needs and  
9 aspirations of Hawaii's people.

10          (3) Improve the quality of existing visitor destination  
11 areas by utilizing Hawaii's strengths in science and  
12 technology.

13          (4) Encourage cooperation and coordination between the  
14 government and private sectors in developing and  
15 maintaining well-designed, adequately serviced visitor  
16 industry and related developments which are sensitive  
17 to neighboring communities and activities.



1 (5) Develop the industry in a manner that will continue to  
2 provide new job opportunities and steady employment  
3 for Hawaii's people.

4 (6) Provide opportunities for Hawaii's people to obtain  
5 job training and education that will allow for upward  
6 mobility within the visitor industry.

7 (7) Foster a recognition of the contribution of the  
8 visitor industry to Hawaii's economy and the need to  
9 perpetuate the aloha spirit.

10 (8) Foster an understanding by visitors of the aloha  
11 spirit and of the unique and sensitive character of  
12 Hawaii's cultures and values.

13 (9) Form community partnerships to ensure Native Hawaiian  
14 cultural integrity by:

15 (A) Supporting Hawaii's people and communities and  
16 their efforts to malama aina (care for the land)  
17 and the cultural and natural resources of the  
18 aina, oceans, streams, and skies;

19 (B) Strengthening the relationships between the place  
20 and people, kamaaina (Hawaii residents) and  
21 malihini (guests) alike;



- 1            (C) Engaging in collaborative efforts that provide
- 2            visitors with genuine and meaningful experiences
- 3            in Hawaii;
- 4            (D) Ensuring that kapu (prohibited) and
- 5            environmentally sensitive contexts are protected
- 6            from visitor traffic;
- 7            (E) Positioning local business owners and
- 8            entrepreneurs in the economic value chain to
- 9            ensure more meaningful malihini-kamaaina
- 10           engagement as well as economic benefit to local
- 11           communities; and
- 12           (F) Acknowledging and, where appropriate, protecting
- 13           Hawaiian cultural intellectual property,
- 14           traditional knowledge, and traditional cultural
- 15           expressions that contribute to Hawaii's economy;
- 16           (10) Employ Hawaii residents, commit to building their
- 17           capacity, and offer career opportunities to ultimately
- 18           increase the percentage of Hawaii residents in
- 19           management and leadership positions in the industry.
- 20           (11) Apply innovative financial policies as well as data
- 21           collection and analysis mechanisms to incentivize and



1 facilitate a shift to a regenerative visitor industry  
2 that has a smaller footprint by, for example,  
3 decreasing the impacts on beaches, reefs, and ocean  
4 life; and that aims to sustain and improve the quality  
5 of life for Hawaii residents by, for example,  
6 decreasing the impacts of vacation rentals, bed and  
7 breakfast operations, and rental cars.

8 (12) Target markets that have a high probability of  
9 alignment with the goal of cultivating a regenerative  
10 visitor industry.

11 (13) Actively support and encourage other emerging economic  
12 sectors to reduce the dependence on tourism to support  
13 Hawaii's overall economic prosperity.

14 (14) Minimize negative economic, environmental, and social  
15 impacts.

16 (15) Generate greater economic benefits for Hawaii  
17 residents, enhance the well-being of host communities,  
18 and improve the working conditions and access to the  
19 industry.

20 (16) Involve Hawaii residents in decisions that affect  
21 their lives and life changes.



- 1        (17) Make positive contributions to the conservation of  
2                    natural and cultural heritage for the maintenance of  
3                    Hawaii's diversity.
- 4        (18) Provide more enjoyable experiences and a greater  
5                    understanding of local cultural, social, and  
6                    environmental issues for tourists through more  
7                    meaningful connections with Hawaii residents.
- 8        (19) Provide access for people having disabilities and  
9                    disadvantaged people that is culturally sensitive,  
10                   engenders respect between tourists and hosts, and  
11                   builds pride and confidence in Hawaii."

12        SECTION 2. New statutory material is underscored.

13        SECTION 3. This Act shall take effect upon its approval.



**Report Title:**

Objectives and Policies; Visitor Industry

**Description:**

Incorporates a regenerative framework into the State Planning Act by establishing objectives and policies for the visitor industry. (SD1)

*The summary description of legislation appearing on this page is for informational purposes only and is not legislation or evidence of legislative intent.*

