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**David Y. Ige**  
*Governor*

**John De Fries**  
*President and Chief Executive Officer*

Statement of  
**JOHN DE FRIES**

Hawai'i Tourism Authority  
before the  
**COMMITTEE ON ENERGY, ECONOMIC DEVELOPMENT, AND TOURISM**  
**COMMITTEE ON HAWAIIAN AFFAIRS**

February 1, 2022  
1:100 p.m.  
State Capitol  
via videoconference

In consideration of  
**SENATE BILL NO. 2035**  
**RELATING TO REGENERATIVE TOURISM**

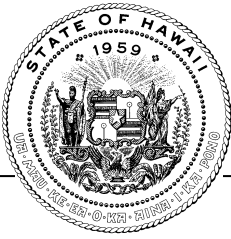
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Aloha Chairs Wakai and Shimabukuro, Vice Chairs Misalucha and Keohokalole, and members of the Committees on Energy, Economic Development, and Tourism and Hawaiian Affairs,

The Hawai'i Tourism Authority (HTA) appreciates the opportunity to offer comments in **support** of SB2035, which incorporates a regenerative framework into the State Planning Act by expanding objectives and policies for the visitor industry.

Our 2020 Strategic Plan, community-driven Destination Management Action Plans, and our commitment to Mālama Ku'u Home (care for our beloved home) all point us in the direction of regenerative tourism: seeking to balance the economics of tourism with the wellbeing of our communities and natural resources. Adding this language the Hawai'i State Planning Act in alignment with the principle of adds the weight of statute to the regenerative tourism movement, which aims to improve Hawai'i for generations to come.

As each of us personally as kama'āina and in our respective roles do our part to Mālama Ku'u Home, we thank you for the opportunity to provide these comments in **support** of SB2035.



**STATE OF HAWAII  
OFFICE OF PLANNING  
& SUSTAINABLE DEVELOPMENT**

DAVID Y. IGE  
GOVERNOR

MARY ALICE EVANS  
DIRECTOR

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Development  
  
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Sustainability Branch

**LATE**

Statement of  
**MARY ALICE EVANS**  
Director, Office of Planning and Sustainable Development  
before the  
**SENATE COMMITTEES ON ENERGY, ECONOMIC DEVELOPMENT,  
AND TOURISM &  
HAWAIIAN AFFAIRS**  
Tuesday, February 1, 2022  
1:10 PM  
State Capitol, Conference Room 016  
  
in consideration of  
**SB 2035**  
**RELATING TO REGENERATIVE TOURISM.**

Chairs Wakai and Shimabukuro, Vice Chairs Misalucha and Keohokalole,  
and Members of the Senate Committees:

The Office of Planning and Sustainable Development (OPSD) supports this measure and offers the following comments and amendments on SB 2035, which incorporates a regenerative framework into the Hawai‘i State Planning Act by expanding objectives and policies for the visitor industry.

The Office of Planning and Sustainable Development notes that the proposed regenerative framework will be included in addition to the original visitor industry objectives described in the Hawai‘i State Planning Act.

The Office of Planning and Sustainable Development’s [Statewide Sustainability Branch](#) recently published the decennial update of the [Hawai‘i 2050 Sustainability Plan](#), which now serves “as the state’s climate and sustainability strategic action plan.” Regenerative Tourism was identified as one of the major themes within Focus Area 1 of the Hawai‘i 2050 Sustainability Plan, to “Promote a Sustainable Economic Recovery” for the State of Hawai‘i. Specifically, the Hawai‘i 2050 Sustainability Plan identifies 2 strategies, “Strategy 7: Reduce the Environmental Footprint of the Tourism Industry,” and Strategy 8: “Support Native Hawaiian Culture and Reduce Impacts of the Tourism Industry to Local Communities” (found on page 99 of the plan, respectively). The Hawai‘i 2050 Sustainability Plan further identifies 14 recommended actions to promote and transition toward a regenerative tourism industry.

The Office of Planning and Sustainable Development recommends the following amendments to SB 2035 to ensure clarity and consistency with the Hawai‘i State Planning Act:

1. Page 2, lines 1-3: By adding a portion of proposed paragraph (10) into the HRS existing paragraph (5):

(5) Develop the industry in a manner that will continue to provide new job opportunities and steady employment for Hawaii's people[-], commit to building their capacity, and offer career opportunities to ultimately increase the percentage of Hawaii residents in management and leadership positions in the industry;

2. Page 2, lines 20-21: By clarifying the language in proposed paragraph (9) (B):

(B) Strengthening the relationships between the place and people for kamaaina (Hawaii residents) and malihini (visitors) alike;

3. Page 3, line 9: By clarifying the language in proposed paragraph (9) (E):

(E) Positioning local business owners and entrepreneurs in the economic value chain to ensure more meaningful visitor and resident engagement as well as economic benefit to local communities; and

4. Page 3, lines 16-19: By deleting the language in proposed paragraph (10). The language appears to be similar to HRS 226-8 (b) (5):

~~(10) Employ Hawaii residents, commit to building their capacity, and offer career opportunities to ultimately increase the percentage of Hawaii residents in management and leadership positions in the industry;~~

5. Page 4, line 2: By adding the word “ecological” in proposed paragraph (11):

(11) Apply innovative financial policies as well as data collection and analysis mechanisms to incentivize and facilitate a shift to a regenerative visitor industry that has a smaller ecological footprint by, for example, decreasing the impacts on beaches, reefs, and ocean life; and that aims to sustain and improve the quality of life for Hawaii residents by, for example, decreasing the impacts of vacation rentals, bed and breakfast operations, and rental cars;

6. Page 4, lines 11-12: By deleting the word “emerging” and adding “and clusters” in proposed paragraph (13):

(13) Actively support and encourage other ~~emerging~~ economic sectors and clusters to reduce the dependence on tourism to support Hawaii's overall economic prosperity;

7. Page 4, line 17: By replacing the word “host” with “Hawaii’s indigenous” in proposed paragraph (15):

(15) Generate greater economic benefits for Hawaii residents, enhance the well-being of ~~host~~ Hawaii’s indigenous communities, and improve the working conditions and access to the industry;

8. Page 5, lines 8-11: By clarifying the language in proposed paragraph (19):

(19) Provide equitable access for individuals with disabilities and sociologically disadvantaged individuals that is culturally sensitive, engenders respect between tourists and residents, and builds pride and confidence in Hawaii.

Finally, the Office of Planning and Sustainable Development understands that the State’s [Tourism Functional Plan](#) was last updated in 1991 and is over 30 years old. Given it’s important role within the Hawai‘i State Planning Act, the Office of Planning and Sustainable Development **strongly recommends** that the Legislature add the following language in a separate section of this bill to update the State’s Tourism Functional Plan.

9. “SECTION 2. (a) Pursuant to section 226-55, Hawaii Revised Statutes, the hawaii tourism authority, in coordination with the office of planning and sustainable development, shall prepare and periodically update the tourism functional plan to include updated tourism economic goals, the Hawaii Tourism Authority’s Strategic Plan, and the Hawaii 2050 Sustainability Plan.

(b) The governor shall submit the state tourism functional plan pursuant to section 226-56, Hawaii Revised Statutes, including any proposed legislation, to the legislature no later than twenty days prior to the convening of the regular session of 2023.”

The Office of Planning and Sustainable Development finds the regenerative tourism proposals described in SB 2035 complimentary to the State’s and the public’s intent to transition to a more sustainable and regenerative form of tourism as a part of Hawai‘i’s long-term economic recovery and resilience.

Mahalo for the opportunity to testify in support of this measure.

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Unity, Equality, Aloha for all



To: Senate Committee on Energy, Economic Development, and  
Tourism, and  
Senate Committee on Hawaiian Affairs

For hearing Tuesday, February 1, 2022

Re: SB 2035 RELATING TO REGENERATIVE TOURISM.  
Incorporates a regenerative framework into the State Planning Act by  
expanding objectives and policies for the visitor industry.

TESTIMONY IN OPPOSITION

Everything in this bill is worthy of strong support, except that Section 1(b)(9) ["Form community partnerships to ensure Native Hawaiian cultural integrity"] needs to be either deleted in its entirety or else reworded to ensure that the concerns of all racial/cultural groups are given equal prominence and equal support. If rewording is the option chosen to repair this bill, then that rewording must ensure that vagueness, or words with ambiguous meanings, will not provide a trojan horse for racial entitlement programs, race-based political power, or ethnically disproportionate favoritism in the management of land or cultural resources or in the way such resources are described to kama'aina (Hawaii residents) or malihini (tourists).

For example, should visitors (both residents and tourists) to certain special places be required to undergo an "orientation" program, video, lecture, or escorted tour? There is a good orientation program at Hanauma Bay, where all visitors are told how to snorkel responsibly and must not stand on the coral because that kills it -- this orientation program is racially/culturally neutral and free from divisive propaganda. There is a bad situation at Iolani Palace which has fallen under the control of Hawaiian sovereignty zealots, who focus on the "imprisonment room" and the beautiful songs and quilt created by the wonderful Lili'uokalani who was "illegally overthrown" by the USA [false], without explaining how she demanded the beheading of the local men who overthrew her, why she was imprisoned for conspiracy in a violent counterrevolution, and that she abdicated and swore allegiance to the Republic, and was fully pardoned by her magnanimous friend President Dole. The focus is on the ten years when the Palace was the Capitol of the Kingdom, but no mention of the 5 years when it was Capitol of the Republic and 70 years when it was Capitol of the Territory of Hawaii proudly flying the U.S. flag on the highest center pole. Iolani Palace is owned by the Department of Parks within DLNR, on behalf of all Hawaii's people. But it has become a propaganda factory miseducating kama'aina and malihini, leading them to believe it remains the Capitol of a still-living Kingdom of Hawaii where the spirit of Lili'uokalani still lives.

Items 1(b)(9)(C and D) are especially open to mischievous interpretation regarding "kapu" and "environmentally sensitive" places. Should the summit of Mauna Kea, and the Pu'ukohola Heiau, be regarded as off-limits except to ethnic Hawaiians or perhaps also to a very few specially invited guests escorted by "minders" who perform inspirational protocol designed to "wow" the visitors, accompanied with lectures on the beauty of the ancient religion (not mentioning the ugliness of human sacrifice and expulsion of women from their homes for several days of monthly sequestration)?

Item 1(b)(9)(F) is particularly troubling with its requirement for "protecting Hawaiian cultural intellectual property, traditional knowledge, and traditional cultural expressions." For many years Hawaiian hula teachers including a group known as 'Ilioulokalani" have tried to organize a monopoly on who should be recognized as kumu hula and allowed to create hula halau.

In 2004 there were companion bills in the legislature (SB 643 and HB 2034) following up the work of a special legislative commission, including public hearings, seeking to mandate strict control and licensing of "bioprospecting", which is the collection of small samples of plants in the forest or scum from ponds that might be used for discovery of chemicals to develop disease-curing drugs. There was a huge publicity campaign to persuade the public that such activity should be rigorously licensed by our state government and by OHA, to ensure that Native Hawaiians could control the research methods (because of their genealogical relationship as siblings to the 'aina) and make lots of money from any products developed as a result of bioprospecting. The propaganda warned that we are under threat because outsiders will come to Hawaii, scoop some scum from a pond, take it to the lab, and create a drug to cure cancer and make zillions of dollars without paying Native Hawaiians. The concept was that all products from the 'aina, and even newly discovered uses for them, rightfully belong to ethnic Hawaiians as their cultural heritage and intellectual property. The bills proposed a special agency of the state government to regulate bioprospecting -- and specified how the

agency's members must be chosen in a way that guaranteed a majority of ethnic Hawaiians. See my webpage "Hawaii Bioprospecting Bill -- The Good, The Bad, and The Ugly (a bill to regulate biological research on public lands is a trojan horse for racial supremacy in land use policy)" at

<https://www.angelfire.com/hi2/hawaiiansovereignty/bioprospecting.html>

This bill, in its present form, would bestow ethnic-Hawaiian control over the visitor industry, disrespecting and violating the rights of all other racial/ethnic/cultural groups, opening the door to such nonsense as the proposals of the hula masters and bioprospecting agitators. Consider the tens of thousands of Chinese, Japanese, Filipinos, Portuguese, Puerto Ricans, and others who worked on the sugar plantations and whose descendants and their cultures are integral components of what makes Hawaii special. Should Native Hawaiians be designated to control the Plantation Village in Waipahu? What about the East-West Center? Celebrations of Chinese New Year? Kualoa Ranch?





TESTIMONY IN SUPPORT

Before the  
**SENATE COMMITTEES ON ENERGY, ECONOMIC DEVELOPMENT, AND  
TOURISM & HAWAIIAN AFFAIRS**

Tuesday, February 1, 2022  
1:10 PM  
State Capitol, Conference Room 016

**SB 2035  
RELATING TO REGENERATIVE TOURISM**

Iā ‘olua e nā Luna Ho‘omalua ‘o Wakai me Shimabukuro, nā Hope Luna Ho‘omalua ‘o Misalucha me Keohokālolo, a pēia pū nā lālā a pau o nā kōmike Ikehu, Ho‘omohohala ‘Ekonomia, ‘Oihana Māka‘ika‘i me ke Kuleana Hawai‘i, aloha nui kākou a mahalo i kēia hālāwai ho‘olohe e ho‘opuka ‘ia ai nā mana‘o no kēia pila nui o ke ko‘iko‘i.

‘Āina Aloha Economic Futures (‘ĀAEF) **supports** Senate Bill 2035, which incorporates a regenerative framework into the State Planning Act by establishing objectives and policies for the visitor industry.

Hawai‘i’s tourism industry has suffered immensely as a result of the COVID-19 pandemic. Our reliance on this extractive industry is a catalytic factor in Hawai‘i’s exacerbated unemployment rate that was among the top 10 highest in December 2021, as reported by the US Bureau of Labor Statistics.

For too long, Hawai‘i’s tourism industry has catered to outside interests in order to sustain growth, turning a blind eye to the negative impacts on our natural environment and quality of life for Hawai‘i residents. The pandemic presents an opportunity for a course correction towards a more regenerative approach to tourism whereby the value and resources that the industry adds to the environment and community is equal to, if not greater, than what it extracts.

This measure makes much needed updates to the Hawai‘i State Planning Act (HRS 226-8) by incorporating a regenerative framework that will elevate a new set of values and policy

directions that will help to reshape tourism in Hawai'i to provide greater benefit to residents, local communities, local businesses and our natural environment.

Mahalo for your consideration, we urge you to please pass SB2035.

**SB-2035**

Submitted on: 1/26/2022 4:02:49 PM

Testimony for EET on 2/1/2022 1:10:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Remote Testimony Requested</b>
Antoinette M Davis	Individual	Support	No

Comments:

Aloha & Mahalo for these akamai visitor industry policies. Two comments:

Please strike the word "Host" when referring to Hawaii's Residents. The word "Host" is commonly used when a parasite is feeding. I understand the intended meaning related to Hospitality, along with the ideals of John Kanahale's Ho'okipa - due to the parasitic definition, please strike and use "Hawaii's Residents" or something similar in its place.

Please include a policy to use and teach the Hawaiian language when appropriate.

Sincerest Aloha,

Toni

**SB-2035**

Submitted on: 1/26/2022 6:20:18 PM

Testimony for EET on 2/1/2022 1:10:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Remote Testimony Requested</b>
Marti Townsend	Individual	Support	No

Comments:

I support this bill because tourism is dangerous for Hawaii.

**SB-2035**

Submitted on: 1/27/2022 8:12:08 PM

Testimony for EET on 2/1/2022 1:10:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Remote Testimony Requested</b>
Tawn Keeney	Individual	Comments	No

Comments:

This is an eloquent statement of important values. I heartily support these values. But what people actually want is less tourists.

**SB-2035**

Submitted on: 1/28/2022 8:31:32 AM

Testimony for EET on 2/1/2022 1:10:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Remote Testimony Requested</b>
Leimomi Khan	Individual	Support	No

Comments:

Support. The proposed provisions contained in SB2035 support the Hawaii State Constitution Art XI, Sec 1 and acknowledges the need to incorporate the Native Hawaiian voice in tourism policies, programs, and activities if Hawaii is to maintain Native Hawaiian and other cultural values and traditions, including protection of its land and ecosystems, that make Hawaii the special place that it is. The provisions are right and just.

**SB-2035**

Submitted on: 1/30/2022 10:17:03 PM

Testimony for EET on 2/1/2022 1:10:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Remote Testimony Requested</b>
Lani	Individual	Oppose	No

Comments:

I support the idea of a 'sustainable regenerative' economy but I cannot support an increase in tourism, even though they would be better 'educated' about our islands, culture and expectations. Tourism, however well intentioned, comes with more traffic, more development, more noise, more congestion, more trash, more aircraft roaring over our homes and communities day and night, more air and water pollution and disruption of our lives. You cannot have it both ways --to promote tourism and decrease environmental impact. While we need tourism to help our economy now, it must not remain our primary industry, and certainly not be increased. We badly need to diversify to a healthier and more sustainable economy. This can be done in many possible areas, such as more agriculture and therefore better food security, aquaculture, science and technology, green energy, the arts, support of training for non-tourism jobs, etc.

Our economic recovery must be aimed at the health and well being of our residents and communities, not just at money. This is crucial, for our islands, oceans, wildlife, residents and future generations. We need to do this right.

Thank you. L Blissard

**SB-2035**

Submitted on: 1/31/2022 5:11:01 AM

Testimony for EET on 2/1/2022 1:10:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Remote Testimony Requested</b>
cheryl hendrickson	Individual	Support	No

Comments:

I have lived on Maui for 35 years and have watched our communitie's peace and environments be decimated. Tourism was at a tolerable level until 1998 when the HTA was formed. They have over sold Hawaii to the benefit of the few. Giving resorts free advertising. The HTA has cheapened our precioius islands squandering our environmental resourses where residents can no longer enjoy our sites. Increased tourism has now led to flights over our homes. It is intolerable and cannot continue.

The HTA needs to be immediately defunded. That money could be used to develop other industries like organic agriculture, regenerative aquaculture, science and tech, green energy and developing non tourism jobs. That money could pay our teachers better to help the keiki reach higher levels of education to contribute ideas for a regenerative economy. We need to adopt a cycular system of doughnut economics. We could and should protect these islands to be enjoyed for the future generations and be the envy of the world.

Many Mahalos