
A BILL FOR AN ACT

RELATING TO TOURISM.

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

1 SECTION 1. The legislature finds that the visitor industry
2 remains the largest sector in Hawaii's economy. While efforts
3 to diversify into various other sectors are important and should
4 continue to be encouraged, the visitor industry continues to
5 generate the most economic activity and revenues in the State
6 and, as such, needs to be carefully nurtured.

7 There has always been a fine line between exploiting the
8 natural beauty and resources of the islands in catering to
9 visitors and being knowledgeable and respectful of the culture
10 and history of the Hawaiian people who have been the caretakers
11 of Hawaii's aina. It is the distinct spirit of Aloha that
12 ultimately defines the unique beauty and the source of the
13 State's attraction to the rest of the world. Yet, with the
14 rapid increase in the number of visitors to the State over the
15 past few years, we must guard against trivializing native
16 Hawaiian culture and history for the sake of visitors with
17 misguided commercial stereotypes.



1 Often, it is the tour guide who has the most frequent and
2 direct contact with visitors to Hawaii and the tour guide can
3 either accurately portray Hawaiian history and culture or not.
4 However, at present, there is no mechanism to ensure that a tour
5 guide possesses the requisite knowledge of Hawaiian culture and
6 history to accurately portray them to the visiting public.

7 The purpose of this Act is to require the Hawaii tourism
8 authority to study whether tour guides should be licensed to
9 ensure that they possess adequate knowledge of Hawaiian culture
10 and history.

11 SECTION 2. (a) The Hawaii tourism authority shall
12 undertake a study to assess whether it is necessary or desirable
13 to license tour guides in the State to ensure that they possess
14 an adequate level of knowledge of Hawaiian history and culture.
15 The authority shall consider at least the following issues:

- 16 (1) Who shall be subject to licensing;
17 (2) Criteria to determine an adequate level of knowledge;
18 (3) Mechanism to assess an individual's level of
19 knowledge;
20 (4) Term of a license;
21 (5) Whether temporary licenses are necessary or desirable;
22 (6) Application and renewal fees;



1 (7) Cost of implementing a licensing program; and

2 (8) Any other issues the authority deems relevant.

3 (b) For the purposes of this section, "tour guide" means a
4 person who, under a contract, agreement, or any arrangement, is
5 directly engaged in providing services that include
6 accompanying, guiding, explicating to, or assisting a visitor to
7 better appreciate the visitor's sightseeing or tour activities
8 in the State, whether the services may include transportation or
9 not, but shall not include travel agents or brokers.

10 (c) The authority shall report its findings and
11 recommendations to the governor and the legislature no later
12 than twenty days prior to the convening of the regular session
13 of 2008.

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

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Report Title:

Hawaii Tourism Authority; Licensing Tour Guides; Study

Description:

Requires Hawaii tourism authority to study whether to license tour guides to ensure guides have an adequate level of knowledge of Hawaiian history and culture.

