
HOUSE CONCURRENT RESOLUTION

SUPPORTING THE NATIVE HAWAIIAN HOSPITALITY ASSOCIATION AND ITS
OLA HAWAI'I PROGRAM AS DYNAMIC CONTRIBUTORS TO THE
BETTERMENT OF THE CONDITIONS AND RELATIONSHIPS BETWEEN
NATIVE HAWAIIANS AND THE VISITOR INDUSTRY OF HAWAI'I.

1 WHEREAS, established in 1997, the Native Hawaiian
2 Hospitality Association (NaHHA) is a non-profit organization
3 whose vision is to perpetuate an authentic spirit of aloha and
4 Hawaiian culture in hospitality industry planning, promotion,
5 and product development; and
6

7 WHEREAS, the Hawai'i Tourism Authority developed the Hawai'i
8 Tourism Strategic Plan 2005 - 2015 and named NaHHA as the lead
9 organization for its Hawaiian Culture Initiative (HCI), one of
10 nine initiatives of the strategic plan; and
11

12 WHEREAS, as the lead agency for the HCI, NaHHA conducted
13 in-depth research and gathered information to create an informed
14 action plan to actualize HCI's overarching goal of 'honoring and
15 perpetuating the Hawaiian culture and community'; and
16

17 WHEREAS, after meeting with over 500 stakeholders from all
18 islands, 25 Hawaiian organizations, and 50 leaders of the
19 visitor industry; convening 17 community meetings throughout the
20 islands; organizing six specialized focus groups; and conducting
21 the first Native Hawaiian Tourism Conference, which was attended
22 by over 300 people, NaHHA developed a 45-Point Action Plan; and
23

24 WHEREAS, guided by the 45-Point Action Plan, NaHHA
25 continues to engage stakeholders to participate in and support
26 actions that help accomplish the objectives of the Plan and HCI;
27 and
28

29 WHEREAS, the objectives of the 45-Point Action Plan and HCI
30 include strengthening the relationships between the visitor



1 industry and the Hawaiian community; striving to nurture the
2 Hawaiian culture by creating visitor experiences, activities,
3 and marketing programs that are respectful and accurate; and
4 supporting Hawaiian programs and cultural practitioners,
5 craftsmen, musicians, and other artists in their efforts to
6 preserve and perpetuate the Hawaiian culture where appropriate;
7 and
8

9 WHEREAS, in 2006, NaHHA submitted a proposal for funding to
10 the Administration for Native Americans and was awarded funds to
11 write a cultural curriculum which created a "train the trainer"
12 project; and
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14 WHEREAS, the goal of the three-year "train the trainer"
15 project was to improve opportunities for Hawaiians to succeed in
16 positively influencing and impacting the visitor industry of
17 Hawai'i which resulted in the creation of Ola Hawai'i; and
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19 WHEREAS, the Ola Hawai'i program addresses the need for
20 cultural education and training to support the HCI objectives
21 that strengthen the relationship between the host Hawaiian
22 culture and the visitor industry; and
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24 WHEREAS, the curriculum of the Ola Hawai'i program teaches
25 industry managers and employees about Hawaiian values, chiefly
26 leadership and its relevance to the visitor industry, Hawaiian
27 culture, the Ho'okipa (Hospitality) Model, the Ho'okaulike
28 (bring into balance) Model, and opportunities for growth; and
29

30 WHEREAS, the Ola Hawai'i program workshops are conducted by
31 Alaka'i, or leaders, who have completed a rigorous, year-long
32 training program, and who are certified by NaHHA to conduct
33 workshops on all islands; now, therefore,
34

35 BE IT RESOLVED by the House of Representatives of the
36 Twenty-fifth Legislature of the State of Hawaii, Regular Session
37 of 2010, the Senate concurring, that this body supports the
38 Native Hawaiian Hospitality Association and its Ola Hawai'i
39 program as dynamic contributors to the betterment of the
40 conditions and relationships between Hawaiians and the visitor
41 industry of Hawai'i; and
42



1 BE IT FURTHER RESOLVED that certified copies of this
 2 Concurrent Resolution be transmitted to the Board of Directors
 3 of the Native Hawaiian Hospitality Association, Director of the
 4 Hawai'i Tourism Authority, President of the Hawai'i Hotel and
 5 Lodging Association, and Board of Directors of the Association
 6 of Hawaiian Civic Clubs.

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[Signature]

OFFERED BY:

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