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# 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 to improve and  
2 sustain Hawaii's tourism industry for the 21<sup>st</sup> century, tourism  
3 employees must be properly trained to enhance the visitor  
4 experience, honor Hawaii's customs and cultures, respect  
5 Hawaii's natural habitat, and act with the Aloha Spirit in  
6 accordance with section 5-7.5, Hawaii Revised Statutes. The  
7 legislature also finds that methods that foster close  
8 relationships, proper protocol, and rules of etiquette are  
9 important to Hawaii's tourism industry.

10           Tourism is the largest single source of private capital  
11 into Hawaii's economy. In 2015, an average of 214,469 visitors  
12 per day to the State accounted for more than \$41,000,000 in  
13 daily spending and supported 170,000 jobs.

14           The purpose of this Act is to create the Hawaii tourism  
15 task force within the department of business, economic  
16 development, and tourism to address the concerns and needs of  
17 the Hawaii tourism industry for the 21<sup>st</sup> century.



1           SECTION 2. (a) There is established within the department  
2 of business, economic development, and tourism, the Hawaii  
3 tourism task force. The task force shall focus on addressing  
4 the concerns and needs of the Hawaii tourism industry for the  
5 21<sup>st</sup> century. The task force shall address the following:

- 6           (1) Recommending the establishment of a no-cost  
7           certification program for tour guides to provide  
8           instruction on Hawaii's customs, cultures, and  
9           history, among other subjects, that may be offered  
10          through community colleges;
- 11          (2) Ensuring that tourists have access to restroom  
12          facilities while on tours;
- 13          (3) Developing public service announcements that explain  
14          how the State and local communities benefit from  
15          tourism;
- 16          (4) Promoting tourism that accords with the State's Aloha  
17          Spirit law and explaining to tourists the importance  
18          of respecting the State's land, water, and  
19          communities;
- 20          (5) Evaluating current and possible future tourist scenic  
21          areas;



- 1           (6)   Evaluating tourist areas that require maintenance by
- 2                   the counties, the State, or private business owners;
- 3           (7)   Evaluating the uses of a multi-lingual, pre-recorded
- 4                   audio tour device system to enhance tours and improve
- 5                   visitor flow;
- 6           (8)   Evaluating the implementation of designated pick-up
- 7                   zones in Waikiki to alleviate traffic and ensure an
- 8                   efficient tour for tourists;
- 9           (9)   Promoting stronger working relationships among tourism
- 10                   industry employees, the department of transportation,
- 11                   and state and county personnel;
- 12          (10)  Evaluating Hawaii tourism marketing strategies,
- 13                   including monitoring popular social media sites such
- 14                   as Yelp and other user-generated content sites that
- 15                   publish information on Hawaii tourism to ensure proper
- 16                   and accurate dissemination of information that will
- 17                   help sustain Hawaii tourism;
- 18          (11)  Investigating potential opportunities, including
- 19                   public-private partnerships, for infrastructure repair
- 20                   and maintenance with the department of public safety,
- 21                   Job Corps, churches, service and youth organizations,



1 high school and university students working for class  
2 credit, and other volunteers; and

3 (12) Dealing with any additional concerns and needs to  
4 improve and enhance Hawaii tourism for the 21<sup>st</sup>  
5 century.

6 (b) The Hawaii tourism task force shall meet quarterly at  
7 a place and time to be determined by the chair of the task  
8 force. The task force shall be dissolved on July 1, 2019.

9 (c) The department of business, economic development, and  
10 tourism shall provide administrative support, including the  
11 recording of minutes, to the Hawaii tourism task force.

12 (d) The director of business, economic development, and  
13 tourism shall be the chair of the Hawaii tourism task force.  
14 The task force shall include the following members or their  
15 designees:

- 16 (1) The governor;
- 17 (2) The mayor of the City and County of Honolulu;
- 18 (3) The president and chief executive officer of the  
19 Hawaii tourism authority;
- 20 (4) The president and chief executive officer of the  
21 Hawaii lodging and tourism association;



# H.B. NO. 1296

- 1 (5) A Hawaiian cultural specialist appointed by the  
2 speaker of the house of representatives;
- 3 (6) A Hawaiian cultural specialist appointed by the  
4 president of the senate;
- 5 (7) An individual representing the hotel and tourism  
6 industry in Hawaii, appointed by the speaker of the  
7 house of representatives;
- 8 (8) An individual representing the hotel and tourism  
9 industry in Hawaii, appointed by the president of the  
10 senate; and
- 11 (9) A professor from the school of travel industry  
12 management at the University of Hawaii at Manoa.

13 The members of the task force shall serve without  
14 compensation, and all necessary expenses, including travel  
15 expenses, shall be paid by the agency, organization, or  
16 department to which the member belongs. No member shall be made  
17 subject to chapter 84, Hawaii Revised Statutes, solely because  
18 of that member's participation as a member of the task force.  
19 The task force shall be exempt from chapter 92, Hawaii Revised  
20 Statutes.



# H.B. NO. 1296

1 (e) The Hawaii tourism task force, in conjunction with the  
2 department of business, economic development, and tourism, shall  
3 submit a report with findings and recommendations, including  
4 proposed legislation, if any, on the fulfillment of the Hawaii  
5 tourism industry's needs and concerns for the 21<sup>st</sup> century to the  
6 legislature no later than twenty days prior to the convening of  
7 the regular session of 2019.

8 SECTION 3. This Act shall take effect on July 1, 2017.

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INTRODUCED BY:

*John A. Burns*  
*Jon Sorenson*  
*Cindy Evers*

JAN 24 2017



# H.B. NO. 1296

**Report Title:**

Hawaii Tourism Task Force

**Description:**

Establishes the Hawaii Tourism Task Force to address the needs and concerns of the Hawaii tourism industry for the 21<sup>st</sup> century. Report to legislature.

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

