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# HOUSE CONCURRENT RESOLUTION

REQUESTING THE HAWAII TOURISM AUTHORITY TO DEVELOP AN  
IMPLEMENTATION PLAN BASED ON TOURISM HOT SPOTS IDENTIFIED  
IN COUNTY DESTINATION MANAGEMENT ACTION PLANS.

1           WHEREAS, tourism is a major contributor to Hawaii's  
2 economy, with visitors to Hawaii spending more than  
3 \$17,000,000,000 in 2018, and generating more than \$2,000,000,000  
4 in state tax revenue and supporting more than two hundred  
5 thousand jobs in 2019; and

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7           WHEREAS, the number of visitor arrivals declined from more  
8 than 10,000,000 in 2019 to 2,400,000 in 2020 due to the global  
9 COVID-19 pandemic, causing disruption to Hawaii's economy and a  
10 record 149,900 unemployed in April 2020; and

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12           WHEREAS, the current reduction in the number of visitors  
13 provides Hawaii with the opportunity to review and restructure  
14 tourism management practices that can be implemented as tourism  
15 recovers; and

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17           WHEREAS, the steady increase in visitors prior to March  
18 2020 caused a strain on infrastructure, facilities, and  
19 attractions relied upon and enjoyed by residents and tourists  
20 alike; and

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22           WHEREAS, between 2010 and 2020, residents who agreed with  
23 the statement, "tourism brings more benefits than problems",  
24 declined from eighty percent to fifty-four percent; and

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26           WHEREAS, this decline illustrates residents' growing  
27 concerns with the impacts that pre-COVID tourism had on Hawaii's  
28 natural resources and the residents' respective communities; and



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1           WHEREAS, these concerns led to the formation of grassroots  
2 community groups seeking to mitigate the growing impacts of  
3 tourism; and  
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5           WHEREAS, the Hawaii Tourism Authority previously  
6 collaborated with other agencies and entities to address the  
7 impacts of tourism; and  
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9           WHEREAS, the Hawaii Tourism Authority's efforts included  
10 collaborating with the Department of Land and Natural Resources  
11 to develop the Haena State Park management plan, funding  
12 "ambassadors" to manage traffic at Maunawili Falls, and working  
13 with the City and County of Honolulu to fund the installation of  
14 closed-circuit cameras in Waikiki; and  
15

16           WHEREAS, the goal for the Hawaii Tourism Authority's  
17 destination management action plan for each island is to  
18 "rebuild, redefine, and reset" the direction of tourism to  
19 enhance residents' quality of life and improve the visitor  
20 experience across the islands; and  
21

22           WHEREAS, destination management includes attracting and  
23 educating responsible visitors, and finding solutions to  
24 overcrowded attractions and natural resources, overtaxed  
25 infrastructure, and other tourism-related problems; and  
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27           WHEREAS, the Hawaii Tourism Authority identifies a "hot  
28 spot" as an area or site that attracts visitors because of its  
29 popularity, resulting in overcrowding, congestion, degradation  
30 of resources, safety hazards, and a negative experience for  
31 residents and visitors; and  
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33           WHEREAS, destination management involves collaboration with  
34 the federal, state, and county governments; visitor industry;  
35 and impacted communities to improve Hawaii's world-class natural  
36 resources and unique cultural assets; and  
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38           WHEREAS, the global COVID-19 pandemic has raised awareness  
39 of visitor-industry vulnerabilities and opportunities to build  
40 back better; and



1 WHEREAS, any state or county agency may render services  
2 upon request of the Hawaii Tourism Authority; and  
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4 WHEREAS, the Hawaii Tourism Authority may establish an  
5 advisory group which may meet monthly or as the Hawaii Tourism  
6 Authority deems necessary, to prepare and execute programs for  
7 the management, improvement, and protection of Hawaii's natural  
8 environment and other areas frequented by visitors; and  
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10 WHEREAS, the advisory group may include the Director of  
11 Business, Economic Development, and Tourism and the Chairperson  
12 of the Board of Land and Natural Resources; and  
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14 WHEREAS, the Hawaii Tourism Authority is responsible for  
15 creating a vision and a long-range strategic plan for tourism in  
16 Hawaii; and  
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18 WHEREAS, the Hawaii Tourism Authority adopted a new five-  
19 year strategic plan in 2020 that "shifts more emphasis to  
20 address tourism's impacts"; now, therefore,  
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22 BE IT RESOLVED by the House of Representatives of the  
23 Thirty-first Legislature of the State of Hawaii, Regular Session  
24 of 2021, the Senate concurring, that the Hawaii Tourism  
25 Authority is requested to develop an implementation plan based  
26 on tourism hot spots identified in County Destination Management  
27 Action Plans; and  
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29 BE IT FURTHER RESOLVED that the implementation plan:  
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- 31 (1) Compile and prioritize issues and hot spots identified  
32 in each island's Destination Management Action Plan;  
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- 34 (2) Determine the resources, including staffing, needed to  
35 facilitate multi-year discussions between public,  
36 private, and community stakeholders to address issues  
37 and hot spots, including discussions with each  
38 respective county and state agency on who would do the  
39 work and the suitable entity to retain contractors and  
40 staff;



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- 1 (3) Establish personnel descriptions or consultant scopes  
2 of work that could be used as templates to carry out  
3 the work;  
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- 5 (4) Clarify and describe the process involved in the  
6 Hawaii Tourism Authority's role to secure and  
7 distribute resources, monitor progress at the island  
8 level, and measure outcomes; and  
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- 10 (5) Develop a recommended timetable for implementation;  
11 and  
12

13 BE IT FURTHER RESOLVED that the Hawaii Tourism Authority is  
14 requested to submit the implementation plan, including any  
15 proposed legislation, to the Legislature no later than twenty  
16 days prior to the convening of the Regular Session of 2022; and  
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18 BE IT FURTHER RESOLVED that certified copies of this  
19 Concurrent Resolution be transmitted to the Governor; Director  
20 of Business, Economic Development, and Tourism; and President  
21 and Chief Executive Officer of the Hawaii Tourism Authority.  
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OFFERED BY:



MAR 12 2021

