
HOUSE 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
6

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
11

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
21

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
25

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
29

30 WHEREAS, these concerns led to the formation of grassroots
31 community groups seeking to mitigate the growing impacts of
32 tourism; and



1 WHEREAS, the Hawaii Tourism Authority previously
2 collaborated with other agencies and entities to address the
3 impacts of tourism; and
4

5 WHEREAS, the Hawaii Tourism Authority's efforts included
6 collaborating with the Department of Land and Natural Resources
7 to develop the Haena State Park management plan, funding
8 "ambassadors" to manage traffic at Maunawili Falls, and working
9 with the City and County of Honolulu to fund the installation of
10 closed-circuit cameras in Waikiki; and
11

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

18 WHEREAS, destination management includes attracting and
19 educating responsible visitors, and finding solutions to
20 overcrowded attractions and natural resources, overtaxed
21 infrastructure, and other tourism-related problems; and
22

23 WHEREAS, the Hawaii Tourism Authority identifies a "hot
24 spot" as an area or site that attracts visitors because of its
25 popularity, resulting in overcrowding, congestion, degradation
26 of resources, safety hazards, and a negative experience for
27 residents and visitors; and
28

29 WHEREAS, destination management involves collaboration with
30 the federal, state, and county governments; visitor industry;
31 and impacted communities to improve Hawaii's world-class natural
32 resources and unique cultural assets; and
33

34 WHEREAS, the global COVID-19 pandemic has raised awareness
35 of visitor-industry vulnerabilities and opportunities to build
36 back better; and
37

38 WHEREAS, any state or county agency may render services
39 upon request of the Hawaii Tourism Authority; and



1 WHEREAS, the Hawaii Tourism Authority may establish an
2 advisory group which may meet monthly or as the Hawaii Tourism
3 Authority deems necessary, to prepare and execute programs for
4 the management, improvement, and protection of Hawaii's natural
5 environment and other areas frequented by visitors; and
6

7 WHEREAS, the advisory group may include the Director of
8 Business, Economic Development, and Tourism and the Chairperson
9 of the Board of Land and Natural Resources; and
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11 WHEREAS, the Hawaii Tourism Authority is responsible for
12 creating a vision and a long-range strategic plan for tourism in
13 Hawaii; and
14

15 WHEREAS, the Hawaii Tourism Authority adopted a new five-
16 year strategic plan in 2020 that "shifts more emphasis to
17 address tourism's impacts"; now, therefore,
18

19 BE IT RESOLVED by the House of Representatives of the
20 Thirty-first Legislature of the State of Hawaii, Regular Session
21 of 2021, that the Hawaii Tourism Authority is requested to
22 develop an implementation plan based on tourism hot spots
23 identified in County Destination Management Action Plans; and
24

25 BE IT FURTHER RESOLVED that the implementation plan:
26

- 27 (1) Compile and prioritize issues and hot spots identified
28 in each island's Destination Management Action Plan;
29
- 30 (2) Determine the resources, including staffing, needed to
31 facilitate multi-year discussions between public,
32 private, and community stakeholders to address issues
33 and hot spots, including discussions with each
34 respective county and state agency on who would do the
35 work and the suitable entity to retain contractors and
36 staff;
37
- 38 (3) Establish personnel descriptions or consultant scopes
39 of work that could be used as templates to carry out
40 the work;



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- 1 (4) Clarify and describe the process involved in the
- 2 Hawaii Tourism Authority's role to secure and
- 3 distribute resources, monitor progress at the island
- 4 level, and measure outcomes; and
- 5
- 6 (5) Develop a recommended timetable for implementation;
- 7 and
- 8

9 BE IT FURTHER RESOLVED that the Hawaii Tourism Authority is
10 requested to submit the implementation plan, including any
11 proposed legislation, to the Legislature no later than twenty
12 days prior to the convening of the Regular Session of 2022; and
13

14 BE IT FURTHER RESOLVED that certified copies of this
15 Resolution be transmitted to the Governor; Director of Business,
16 Economic Development, and Tourism; and President and Chief
17 Executive Officer of the Hawaii Tourism Authority.
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OFFERED BY: *Nedra K. Parker*

MAR 12 2021

