

JAN 27 2021

A BILL FOR AN ACT

RELATING TO REGENERATIVE TOURISM.

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

1 SECTION 1. Section 226-8, Hawaii Revised Statutes, is
2 amended by amending subsection (b) to read as follows:

3 "(b) To achieve the visitor industry objective, it shall
4 be the policy of this State to:

5 (1) Support and assist in the promotion of Hawaii's
6 visitor attractions and facilities[-];

7 (2) Ensure that visitor industry activities are in keeping
8 with the social, economic, and physical needs and
9 aspirations of Hawaii's people[-];

10 (3) Improve the quality of existing visitor destination
11 areas by utilizing Hawaii's strengths in science and
12 technology[-];

13 (4) Encourage cooperation and coordination between the
14 government and private sectors in developing and
15 maintaining well-designed, adequately serviced visitor
16 industry and related developments which are sensitive
17 to neighboring communities and activities[-];



- 1 (5) Develop the industry in a manner that will continue to
2 provide new job opportunities and steady employment
3 for Hawaii's people[-];
4 (6) Provide opportunities for Hawaii's people to obtain
5 job training and education that will allow for upward
6 mobility within the visitor industry[-];
7 (7) Foster a recognition of the contribution of the
8 visitor industry to Hawaii's economy and the need to
9 perpetuate the aloha spirit[-];
10 (8) Foster an understanding by visitors of the aloha
11 spirit and of the unique and sensitive character of
12 Hawaii's cultures and values[-];
13 (9) Form community partnerships to ensure Native Hawaiian
14 cultural integrity by:
15 (A) Supporting Hawaii's people and communities and
16 their efforts to malama aina (care for the land)
17 and the cultural and natural resources of the
18 aina, oceans, streams, and skies;
19 (B) Strengthening the relationships between the place
20 and people, kamaaina and malihini alike;



S.B. NO. 1320

- 1 (C) Engaging in collaborative efforts that provide
- 2 visitors with genuine and meaningful experiences
- 3 in Hawaii;
- 4 (D) Ensuring that kapu and environmentally sensitive
- 5 contexts are protected from visitor traffic;
- 6 (E) Positioning local business owners and
- 7 entrepreneurs in the economic value chain to
- 8 ensure more meaningful malihini-kamaaina
- 9 engagement as well as economic benefit to local
- 10 communities; and
- 11 (F) Acknowledging and, where appropriate, protecting
- 12 Hawaiian cultural intellectual property,
- 13 traditional knowledge, and traditional cultural
- 14 expressions that contribute to Hawaii's economy;
- 15 (10) Employ Hawaii residents and commit to building their
- 16 capacity and offering them career opportunities to
- 17 ultimately increase the percentage of Hawaii residents
- 18 in the management and leadership positions in the
- 19 industry;
- 20 (11) Apply innovative financial policy as well as data
- 21 collection and analysis mechanisms to incentivize and



1 facilitate a shift to a regenerative visitor industry
2 that has a smaller footprint (e.g., decreasing impacts
3 to beaches, reefs, and ocean life) and that aims to
4 sustain and improve the quality of life for Hawaii
5 residents (e.g., decreasing impacts of vacation
6 rentals, bed and breakfast operations, and rental
7 cars);

8 (12) Target markets that have a high probability of
9 alignment with the goal of cultivating a regenerative
10 visitor industry;

11 (13) Actively support and encourage other emerging economic
12 sectors to reduce the dependence on tourism to support
13 Hawaii's overall economic prosperity;

14 (14) Minimize negative economic, environmental, and social
15 impacts;

16 (15) Generate greater economic benefits for local people,
17 enhance the well-being of host communities, and
18 improve the working conditions and access to the
19 industry;

20 (16) Involve local people in decisions that affect their
21 lives and life changes;



S.B. NO. 1320

Report Title:

Objectives and Policies; Visitor Industry

Description:

Incorporates a regenerative framework into the State Planning Act by establishing objectives and policies for the visitor industry.

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