

MAR 12 2021

SENATE 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

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

16
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



1 WHEREAS, these concerns led to the formation of grassroots
2 community groups seeking to mitigate the growing impacts of
3 tourism; and

4
5 WHEREAS, the Hawaii Tourism Authority previously
6 collaborated with other agencies and entities to address the
7 impacts of tourism; and

8
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

26
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

32
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

37
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

3
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

9
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

13
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

17
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,

21
22 BE IT RESOLVED by the Senate of the Thirty-first
23 Legislature of the State of Hawaii, Regular Session of 2021, the
24 House of Representatives 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

28
29 BE IT FURTHER RESOLVED that the implementation plan:

- 30
31 (1) Compile and prioritize issues and hot spots identified
32 in each island's Destination Management Action Plan;
33
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;



S.C.R. NO. 175

- 1 (3) Establish personnel descriptions or consultant scopes
- 2 of work that could be used as templates to carry out
- 3 the work;
- 4
- 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
- 9
- 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

17
 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.

22
 23
 24

OFFERED BY: *J. Kalani Eggen*

