
SENATE CONCURRENT RESOLUTION

URGING THE HAWAII TOURISM AUTHORITY TO EXPLORE AND IMPLEMENT A VISITOR PLEDGE OF ALOHA TO EDUCATE AND EXPLAIN THE IMPORTANCE OF HAWAII'S ENVIRONMENT AND CULTURE AND ENCOURAGE INCREASED RESPECT AND APPRECIATION OF THE HAWAIIAN ISLANDS.

1 WHEREAS, Hawaii's environment, culture, and people are
2 unique and assailable resources that are central to the identity
3 of our island state; and
4

5 WHEREAS, the islands host eleven out of the fourteen
6 possible Koppen climate classification subcategories that exist
7 in the world, each with unique weather characteristics and
8 delicate ecosystems; and
9

10 WHEREAS, Hawaii has approximately 8,750 endemic species of
11 plants, animals, protists, and fungi on the islands and in the
12 ocean surrounding the islands but is also known as the "The
13 Endangered Species Capital of the World", due to the fragility
14 of existence for many of our endemic species; and
15

16 WHEREAS, these unique attributes of the Hawaiian Islands
17 should be honored, valued, and protected by the people of
18 Hawaii, and visitors should be educated and acknowledge their
19 kuleana to honor and respect Hawaii's environment, culture, and
20 people; and
21

22 WHEREAS, the island of Palau has successfully implemented
23 an educational and cultural pledge, which is a declaration that
24 each visitor will protect Palau's environment and culture for
25 future generations; and
26

27 WHEREAS, in Hawaii, A Pledge to Our Keiki has already been
28 developed by students, and it is based on the Palau pledge; and
29



1 WHEREAS, A Pledge to Our Keiki reads:

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3 "From our elders we have learned we are part of the
4 environment, not above it. The life, lands, and waters are more
5 than just our surroundings, they are our family;

6
7 From our children we learn that Hawaii is not inherited
8 from our ancestors but borrowed from our future generations;

9
10 So, when you are welcomed here you become part of this
11 Ohana, which is responsible for us and our island home. Just as
12 we, na keiki o ka aina, the children of Hawaii, pledge to care
13 for these islands, we ask that you make this pledge to us:

14
15 (1) For a rare and endangered place, where a destructive
16 foreign species is introduced every day – I will bring
17 only what is invited and be mindful of where I
18 explore;

19
20 (2) For an island community that defines wealth not by
21 what is kept, but what is shared – I will give my
22 respect and leave what is not mine to take;

23
24 (3) For an indigenous culture that has evolved with these
25 islands, both unique and intertwined in their
26 existence – I will experience sacred places and
27 practices with a bowed head and open heart;

28
29 (4) For this birthplace of aloha that typically welcomes
30 more visitors than has residents – I will live aloha,
31 tread lightly amongst this beauty and make it cleaner
32 than I found it;

33
34 (5) For a Hawaiian people whose ancestors sailed here
35 using only the stars to guide them in search of
36 islands to sustain them – I will learn from your
37 legacy and support your ongoing voyage toward
38 sustainability.";

39
40 now, therefore,

41



1 BE IT RESOLVED by the Senate of the Thirty-first
2 Legislature of the State of Hawaii, Regular Session of 2021, the
3 House of Representatives concurring, that the Hawaii Tourism
4 Authority is urged to explore and implement a visitor pledge of
5 Aloha to educate and explain the importance of Hawaii's
6 environment and culture and to encourage increased respect for
7 and appreciation of the Hawaiian Islands; and

8
9 BE IT FURTHER RESOLVED that the State is requested to adopt
10 this pledge for visitors to the islands and to encourage
11 visitors to recognize their kuleana to help protect Hawaii's
12 environment and culture for future generations; and

13
14 BE IT FURTHER RESOLVED that the Hawaii Tourism Authority is
15 urged to determine how to implement such a pledge in a manner
16 most likely to ensure every visitor is required to acknowledge
17 it; and

18
19 BE IT FURTHER RESOLVED that certified copies of this
20 Concurrent Resolution be transmitted to the Governor, President
21 and Chief Executive Officer of the Hawaii Tourism Authority, and
22 Mayor of each of the counties.

