
SENATE 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
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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

30 WHEREAS, A Pledge to Our Keiki reads:
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1 "From our elders we have learned we are part of the
2 environment, not above it. The life, lands, and waters are more
3 than just our surroundings, they are our family;

4
5 From our children we learn that Hawaii is not inherited
6 from our ancestors but borrowed from our future generations;

7
8 So, when you are welcomed here you become part of this
9 Ohana, which is responsible for us and our island home. Just as
10 we, na keiki o ka aina, the children of Hawaii, pledge to care
11 for these islands, we ask that you make this pledge to us:

12
13 (1) For a rare and endangered place, where a destructive
14 foreign species is introduced every day – I will bring
15 only what is invited and be mindful of where I
16 explore;

17
18 (2) For an island community that defines wealth not by
19 what is kept, but what is shared – I will give my
20 respect and leave what is not mine to take;

21
22 (3) For an indigenous culture that has evolved with these
23 islands, both unique and intertwined in their
24 existence – I will experience sacred places and
25 practices with a bowed head and open heart;

26
27 (4) For this birthplace of aloha that typically welcomes
28 more visitors than has residents – I will live aloha,
29 tread lightly amongst this beauty and make it cleaner
30 than I found it;

31
32 (5) For a Hawaiian people whose ancestors sailed here
33 using only the stars to guide them in search of
34 islands to sustain them – I will learn from your
35 legacy and support your ongoing voyage toward
36 sustainability.";

37
38 now, therefore,

39
40 BE IT RESOLVED by the Senate of the Thirty-first
41 Legislature of the State of Hawaii, Regular Session of 2021,
42 that the Hawaii Tourism Authority is urged to explore and



1 implement a visitor pledge of Aloha to educate and explain the
2 importance of Hawaii's environment and culture and to encourage
3 increased respect for and appreciation of the Hawaiian Islands;
4 and
5

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

11 BE IT FURTHER RESOLVED that the Hawaii Tourism Authority is
12 urged to determine how to implement such a pledge in a manner
13 most likely to ensure every visitor is required to acknowledge
14 it; and
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16 BE IT FURTHER RESOLVED that certified copies of this
17 Resolution be transmitted to the Governor, President and Chief
18 Executive Officer of the Hawaii Tourism Authority, and Mayor of
19 each of the counties.

