
A BILL FOR AN ACT

RELATING TO TOURISM.

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

PART I

SECTION 1. The legislature finds that the environment and Hawaiian culture are significant parts of the State and its identity. The tourism industry heavily relies on the promotion of Hawaii's culture and the use of the State's unique natural resources. However, there have been many instances in which the environment and Native Hawaiian culture have been neglected and disrespected by visitors to the State. Incidents include disturbing native wildlife and other species in their natural habitats; damaging of and littering at parks, hikes, beaches, and other recreational tourist sites; vandalizing historic property; and creating air pollution through the usage of rental vehicles with internal combustion engines and airplane travel. These degrading actions directly impact Hawaii's natural resources, namely the 'aina (land), wai (fresh water), kai (salt water), ea (air), animals, and plants. Additionally, the State's island environment suffers from the overuse of these



1 limited natural resources as seen with the manmade erosion that
2 has impacted Hawaii's hiking trails and beaches and which is
3 costly to mitigate.

4 The legislature further finds that there is a lack of
5 access to quality education for visitors to learn about the
6 cultural and environmental impacts of their stay in the islands.
7 For example, visitors may inadvertently enter well-known places
8 of kapu (sacredness) or historical importance, and consequently
9 damage cultural property. Relatedly, social media has become an
10 influential way to attract visitors and potentially spread
11 disinformation about travel to Hawaii. For example, social
12 media may advertise and highlight hiking trails that are closed
13 to the public as visitor attractions. These hiking trails may
14 be dangerous, potentially requiring a search and rescue, or may
15 be in residential neighborhoods, which negatively impact the
16 quality of life for Hawaii's residents. It is important for
17 visitors to understand the cultural and environmental impacts of
18 their stay and have the opportunity to contribute to the
19 preservation of the culture and environment when they visit.

20 The legislature further finds that before the COVID-19
21 pandemic, over ten million visitors arrived in Hawaii in 2019,



1 compared to around 2.7 million visitors in 2020. While the
2 State has shown great economic recovery, until the international
3 travel market returns, visitor arrivals will not reach pre-
4 pandemic levels. Even if half of the visitors arriving each
5 year donated funds to support the State's cultural and natural
6 resources, it could potentially raise millions of dollars. By
7 providing visitors with the opportunity to donate funds to
8 mitigate their impact on Hawaii's environment, visitors may be
9 more invested in the need to care for and respect the culture
10 and environment while they are here. Establishing a mechanism
11 for visitors and residents to donate to a special fund for the
12 benefit of the environment therefore offers them an opportunity
13 to positively contribute to maintaining Hawaii's beauty and
14 uniqueness.

15 The purpose of this Act is to:

- 16 (1) Establish a kuleana special fund to support the
17 preservation of natural, cultural, and environmental
18 resources that are impacted by the tourism industry;
19 (2) Require the Hawaii tourism authority to create one or
20 more educational videos and informational material and
21 coordinate with government entities, organizations,



1 and private businesses such as airlines, cruise ships,
2 and hotels to market and disseminate the educational
3 video or videos and informational material to everyone
4 arriving in the State.

5 PART II

6 SECTION 2. Chapter 201, Hawaii Revised Statutes, is
7 amended by adding a new section to be appropriately designated
8 and to read as follows:

9 "§201- Kuleana special fund. (a) There is established
10 the kuleana special fund, into which shall be deposited:

- 11 (1) Appropriations made by the legislature to the fund;
12 (2) All contributions from public or private entities;
13 (3) All interest earned on or accrued to moneys deposited
14 into the special fund; and
15 (4) Any other moneys made available to the special fund
16 from other sources.

17 (b) Moneys in the fund shall be expended by the department
18 for the preservation of natural, cultural, and environmental
19 resources that are impacted by the tourism industry."

20 SECTION 3. There is appropriated out of the general
21 revenues of the State of Hawaii the sum of \$ or so



1 much thereof as may be necessary for fiscal year 2022-2023 to be
2 deposited into the kuleana special fund.

3 SECTION 4. There is appropriated out of the kuleana
4 special fund the sum of \$ or so much thereof as may be
5 necessary for fiscal year 2022-2023 for the purposes of the
6 kuleana special fund established under section 201- , Hawaii
7 Revised Statutes.

8 The sum appropriated shall be expended by the department of
9 business, economic development, and tourism for the purposes of
10 this Act.

11 PART III

12 SECTION 5. (a) The Hawaii tourism authority shall create
13 one or more educational videos and informational material to be
14 marketed and disseminated to everyone arriving in the State.
15 The educational videos and informational material shall include
16 information on:

- 17 (1) Preservation of natural resources;
18 (2) Cultural and environmental impacts of visitors;
19 (3) Native Hawaiian cultural mindfulness and importance;
20 (4) Ocean safety and applicable state laws;



(5) The purpose of the kuleana special fund, established under section 201- , Hawaii Revised Statutes, including how the funds are to be used to support the preservation of cultural, natural, and environmental resources that are impacted by the tourism industry; and

(6) How to donate to the kuleana special fund.

(b) The Hawaii tourism authority shall coordinate with government entities, organizations, and private businesses such as airlines, cruise ships, and hotels to market and disseminate the educational videos and informational material to everyone arriving in the State.

SECTION 6. There is appropriated out of the general revenues of the State of Hawaii the sum of \$ or so much thereof as may be necessary for fiscal year 2022-2023 for the development of educational videos and informational material to be marketed and disseminated to everyone arriving in the State.

The sum appropriated shall be expended by the Hawaii tourism authority for the purposes of this Act.

PART IV



H.B. NO. 2412

1 SECTION 7. New statutory material is underscored.

2 SECTION 8. This Act shall take effect on July 1, 2022;
3 provided that this Act shall be repealed on June 30, 2027, and
4 any unencumbered balances remaining in the kuleana special fund
5 on that date shall lapse to the credit of the general fund.

6

INTRODUCED BY: *Liahtingawa*
JAN 26 2022



H.B. NO. 2412

Report Title:

HTA; DBEDT; Kuleana Special Fund; Tourism; Educational Videos and Informative Material; Appropriation

Description:

Establishes the kuleana special fund to support the preservation of natural, cultural, and environmental resources that are impacted by the tourism industry. Requires the Hawaii tourism authority to create educational videos and informational material and coordinate with government entities, organizations, and private businesses to market and disseminate the videos and material to everyone arriving in the State. Appropriates funds. Sunsets 06/30/2027.

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