
A BILL FOR AN ACT

RELATING TO REGENERATIVE TOURISM.

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

1 SECTION 1. The legislature finds that sustainability is a
2 key principle of destination management, yet the State invests
3 less than one per cent of its total budget on natural resource
4 conservation. The legislature also finds that a recent study
5 conducted by Conservation International, a Washington, D.C.,
6 based environmental nonprofit organization, concluded that the
7 State needs to spend at least \$886,000,000 per year to preserve
8 Hawaii's ecosystems and biocultural resources. However, the
9 State's current conservation spending amounts to just
10 \$535,000,000 per year, which results in an approximately
11 \$350,000,000 spending gap for conservation annually.

12 Furthermore, the legislature finds that the State has a
13 responsibility to balance the impacts of tourism with the
14 cultural legacy of Native Hawaiian people, which is rooted in
15 the land and environment. As the number of visitors arriving in
16 the State soared past ten million in 2019, state leaders
17 received information about the threats to many cultural sites.



1 According to a report by the Hawaii climate change mitigation
2 and adaption commission, five hundred fifty cultural sites could
3 be chronically flooded in the future as a result of climate
4 change, which is worsened by carbon emissions generated by
5 airline travel to and from Hawaii each year. The legislature
6 further finds that it is important to ensure that Hawaii's
7 visitor industry embraces cultural values such as mālama 'āina
8 (care for the land) and uplifts traditional Hawaiian cultural
9 practices that strengthen the islands' social, environmental,
10 and economic well-being.

11 The legislature additionally finds that the COVID-19
12 pandemic disrupted Hawaii's local economy, which left hundreds
13 of thousands of residents unemployed, underemployed, and facing
14 financial hardship. Moreover, visitor industry workers were
15 disproportionately harmed by Hawaii's economic downturn, with
16 many employees unable to regain their jobs as the pandemic
17 continued into the summer of 2021. Many of these individuals
18 were associated with multinational corporations and hotels,
19 which were sluggish in rehiring unemployed workers. In July
20 2021, UNITE HERE! Local 5, a labor organization that represents
21 numerous hotel employees, reported that only sixty-two per cent



1 of its members had been rehired despite some hotels reaching
2 occupancy rates of over ninety per cent. The legislature also
3 finds that it is important to make safeguarding the financial
4 security of residents a strategic priority of the visitor
5 industry to create a tourism sector that responds to the needs
6 of Hawaii's people.

7 Accordingly, the purpose of this Act is to establish a
8 regenerative tourism framework for the State's visitor industry
9 that advances environmental sustainability, ecological
10 sensitivity, Hawaiian cultural preservation, and the economic
11 security of Hawaii's people.

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

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

- 16 (1) Support and assist in the promotion of Hawaii's
17 visitor attractions and facilities[-];
18 (2) Ensure that visitor industry activities are in keeping
19 with the social, economic, and physical needs and
20 aspirations of Hawaii's people[-];



- 1 (3) Improve the quality of existing visitor destination
2 areas by utilizing Hawaii's strengths in science and
3 technology[-];
- 4 (4) Encourage cooperation and coordination between the
5 government and private sectors in developing and
6 maintaining well-designed, adequately serviced visitor
7 industry and related developments [~~which~~] that are
8 sensitive to neighboring communities and
9 activities[-];
- 10 (5) Develop the industry in a manner that will continue to
11 provide new job opportunities and steady employment
12 for Hawaii's people[-];
- 13 (6) Provide opportunities for Hawaii's people to obtain
14 job training and education that will allow for upward
15 mobility within the visitor industry[-];
- 16 (7) Foster a recognition of the contribution of the
17 visitor industry to Hawaii's economy and the need to
18 perpetuate the aloha spirit[-];
- 19 (8) Foster an understanding by visitors of the aloha
20 spirit and of the unique and sensitive character of
21 Hawaii's cultures and values[-];



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- 1 (9) Form community partnerships to ensure native Hawaiian
2 cultural identity by:
- 3 (A) Supporting Hawaii's people and communities and
4 their efforts to malama aina (care for the land)
5 and the cultural and natural resources of the
6 aina, oceans, streams, and skies;
- 7 (B) Strengthening the relationship between the place
8 and people for kamaaina (Hawaii residents) and
9 malihini (guests) alike;
- 10 (C) Engaging in collaborative efforts that provide
11 visitors with genuine and meaningful experiences
12 in Hawaii;
- 13 (D) Ensuring that kapu (prohibited) and
14 environmentally sensitive contexts are protected
15 from visitor traffic;
- 16 (E) Positioning local business owners and
17 entrepreneurs in the economic value chain to
18 ensure more meaningful malihini-kamaaina
19 engagement and economic benefit to local
20 communities; and



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1 (F) Acknowledging and, where appropriate, protecting
2 Hawaiian cultural intellectual property,
3 traditional knowledge, and traditional cultural
4 expressions that contribute to Hawaii's economy;

5 (10) Employ Hawaii residents, commit to building their
6 capacity, and offer career opportunities to ultimately
7 increase the percentage of Hawaii residents in
8 management and leadership positions in the visitor
9 industry;

10 (11) Apply innovative financial policies, data collection,
11 and analysis mechanisms to incentivize and facilitate
12 a shift to a regenerative visitor industry that has a
13 smaller footprint by, among other things, decreasing
14 the impacts on beaches, reefs, and ocean life; and to
15 sustain and improve the quality of life for Hawaii
16 residents by, among other things, decreasing the
17 impacts of vacation rentals, bed and breakfast
18 operations, and rental cars;

19 (12) Target markets that have a high probability of
20 alignment with the goal of cultivating a regenerative
21 visitor industry;



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- 1 (13) Actively support and encourage other emerging economic
- 2 sectors to reduce the dependence on tourism to support
- 3 Hawaii's overall economic prosperity;
- 4 (14) Minimize negative economic, environmental, and social
- 5 impacts on the State;
- 6 (15) Generate greater economic benefits for Hawaii
- 7 residents, enhance the well-being of host communities,
- 8 and improve the working conditions and access to the
- 9 visitor industry;
- 10 (16) Involve Hawaii residents in decisions that affect
- 11 their lives and life changes;
- 12 (17) Make positive contributions to the conservation of
- 13 natural and cultural heritage for the maintenance of
- 14 Hawaii's diversity;
- 15 (18) Provide enjoyable experiences and a greater
- 16 understanding of local, cultural, social, and
- 17 environmental issues for visitors through meaningful
- 18 connections with Hawaii residents; and
- 19 (19) Provide access for persons with disabilities and
- 20 disadvantaged persons that is culturally sensitive,



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1 engenders respect between tourists and hosts, and
2 builds pride and confidence in Hawaii."

3 SECTION 3. Statutory material to be repealed is bracketed
4 and stricken. New statutory material is underscored.

5 SECTION 4. This Act shall take effect upon its approval.

6

INTRODUCED BY:



JAN 18 2022



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Report Title:

Regenerative Tourism; Hawaii State Planning Act

Description:

Establishes a regenerative tourism framework under the Hawaii state planning act for the State's visitor industry that advances environmental sustainability, ecological sensitivity, Hawaiian cultural preservation, and the economic security of Hawaii's people.

The summary description of legislation appearing on this page is for informational purposes only and is not legislation or evidence of legislative intent.

