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# A BILL FOR AN ACT

RELATING TO REGENERATIVE TOURISM.

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

1           SECTION 1. Section 226-8, Hawaii Revised Statutes, is  
2 amended by amending subsection (b) to read as follows:

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

5           (1) Support and assist in the promotion of Hawaii's  
6 visitor attractions and facilities[-];i

7           (2) Ensure that visitor industry activities are in keeping  
8 with the social, economic, and physical needs and  
9 aspirations of Hawaii's people[-];i

10          (3) Improve the quality of existing visitor destination  
11 areas by utilizing Hawaii's strengths in science and  
12 technology[-];i

13          (4) Encourage cooperation and coordination between the  
14 government and private sectors in developing and  
15 maintaining well-designed, adequately serviced visitor  
16 industry and related developments [~~which~~] that are



- 1 sensitive to neighboring communities and  
2 activities[-];
- 3 (5) Develop the industry in a manner that will continue to  
4 provide new job opportunities and steady employment  
5 for Hawaii's people[-], 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 (6) Provide opportunities for Hawaii's people to obtain  
11 job training and education that will allow for upward  
12 mobility within the visitor industry[-];
- 13 (7) Foster a recognition of the contribution of the  
14 visitor industry to Hawaii's economy and the need to  
15 perpetuate the aloha spirit[-];
- 16 (8) Foster an understanding by visitors of the aloha  
17 spirit and of the unique and sensitive character of  
18 Hawaii's cultures and values[-];
- 19 (9) Form community partnerships to ensure native Hawaiian  
20 cultural integrity by:



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



- 1                   traditional knowledge, and traditional cultural
- 2                   expressions that contribute to Hawaii's economy;
- 3       (10) Apply innovative financial policies as well as data
- 4                   collection and analysis mechanisms to incentivize and
- 5                   facilitate a shift to a regenerative visitor industry
- 6                   that has a smaller ecological footprint by
- 7                   implementing policies such as decreasing the impacts
- 8                   on beaches, reefs, and ocean life; and that aims to
- 9                   sustain and improve the quality of life for Hawaii
- 10                  residents by implementing policies such as decreasing
- 11                  the impacts of vacation rentals, bed and breakfast
- 12                  operations, and rental cars;
- 13       (11) Target markets that have a high probability of
- 14                   alignment with the goal of cultivating a regenerative
- 15                   visitor industry;
- 16       (12) Actively support and encourage other economic sectors
- 17                   and clusters to reduce the State's dependence on
- 18                   tourism to support Hawaii's overall economic
- 19                   prosperity;
- 20       (13) Minimize negative economic, environmental, and social
- 21                   impacts to the State;



- 1       (14) Generate greater economic benefits for Hawaii  
2       residents, enhance the well-being of Hawaii's  
3       indigenous communities, and improve the working  
4       conditions and access to the visitor industry;
- 5       (15) Involve Hawaii residents in decisions that affect  
6       their lives and life changes;
- 7       (16) Make positive contributions to the conservation of  
8       natural and cultural heritage for the maintenance of  
9       Hawaii's diversity;
- 10       (17) Provide more enjoyable experiences and a greater  
11       understanding of local cultural, social, and  
12       environmental issues for tourists through more  
13       meaningful connections with Hawaii residents; and
- 14       (18) Provide equitable access for individuals with  
15       disabilities and sociologically disadvantaged people  
16       that is culturally sensitive, engenders respect  
17       between tourists and residents, and builds pride and  
18       confidence in Hawaii."

19       SECTION 2. (a) Pursuant to section 226-55, Hawaii Revised  
20 Statutes, the Hawaii tourism authority, in coordination with the  
21 office of planning and sustainable development, shall prepare



1 and periodically update the tourism functional plan to include  
2 updated tourism economic goals, the Hawaii tourism authority's  
3 strategic plan, and the Hawaii 2050 sustainability plan.

4 (b) The governor to submit the state tourism functional  
5 plan pursuant to section 226-56, Hawaii Revised Statutes,  
6 including any proposed legislation, to the legislature no later  
7 than twenty days prior to the convening of the regular session  
8 of 2023.

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

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



**Report Title:**

Objectives and Policies; Visitor Industry; State Tourism Functional Plan; Hawaii Tourism Authority; Office of Planning and Sustainability

**Description:**

Incorporates a regenerative framework into the State Planning Act by expanding objectives and policies for the visitor industry. Requires an update to the State Tourism Functional Plan to be submitted to the Legislature no later than twenty days prior to the convening of the regular session of 2023.  
(SD1)

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

