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# A BILL FOR AN ACT

RELATING TO TOURISM.

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

1           SECTION 1. The legislature finds that tourism social  
2 carrying capacity refers to the maximum number of tourists that  
3 can be present at a destination without significantly  
4 undermining local residents' quality of life and tourists'  
5 enjoyment of the destination. According to the United Nations  
6 World Tourism Organization, when the number of tourists at a  
7 destination exceeds this tourism social carrying capacity, the  
8 phenomenon called "overtourism" occurs.

9           The legislature further finds that tourism social carrying  
10 capacity includes both the carrying capacity as perceived by  
11 residents and carrying capacity as perceived by visitors. The  
12 former is important because it directly affects residents'  
13 quality of life. The latter is important because it directly  
14 affects visitors' satisfaction with their visits, which, in  
15 turn, affects the likelihood of the visitors returning to the  
16 destination and recommending the destination to others. The  
17 tourism spending that results from these return visits and



1 recommendations, in turn, affects the economic viability of the  
2 destination's visitor industry. Often, only one of these two  
3 dimensions is studied, but to fully understand the tourism  
4 social carrying capacity for a given destination, both items  
5 should be studied simultaneously.

6 The legislature further finds that policymakers and tourism  
7 managers at popular destinations around the world increasingly  
8 are seeking estimates of tourism social carrying capacity to  
9 allow action to be taken to control visitation before  
10 overtourism occurs. Here in Hawaii, the school of travel  
11 industry management at the University of Hawaii at Manoa has  
12 proposed to conduct a study to provide policymakers and  
13 destination managers with estimates of the tourism social  
14 carrying capacity for each of the islands of Oahu, Maui, Hawaii,  
15 and Kauai.

16 Accordingly, the purpose of this Act is to require the  
17 University of Hawaii school of travel industry management to  
18 conduct a study that establishes estimates of the tourism social  
19 carrying capacities for each of the islands of Oahu, Maui,  
20 Hawaii, and Kauai, considering the perspective of both residents  
21 and visitors.



1 SECTION 2. (a) The school of travel industry management  
2 of the University of Hawaii at Manoa shall conduct a tourism  
3 social carrying capacity study, which shall research and  
4 establish estimates of the tourism social carrying capacity for  
5 each of the islands of Oahu, Maui, Hawaii, and Kauai.

6 (b) In conducting the study, the school of travel industry  
7 management shall:

- 8 (1) Consider the tourism social carrying capacity as  
9 perceived by Hawaii residents and visitors;
- 10 (2) Consult with the department of health to determine how  
11 the volume of tourist visitation on each of the  
12 islands of Hawaii, Kauai, Maui, and Oahu affects the  
13 health systems of those islands;
- 14 (3) Consult with the department of land and natural  
15 resources to determine how the volume of tourist  
16 visitation on each of the islands of Hawaii, Kauai,  
17 Maui, and Oahu affects the state parks, hiking trails,  
18 and beaches of those islands;
- 19 (4) Assess visitor industry employment, including the  
20 quality, benefits, and changes over time;



1 (5) Examine the capacity of resources that residents and  
2 visitors rely on and the limits on increasing these  
3 resources; and

4 (6) Study other locations facing overtourism.

5 (c) The school of travel industry management may consult  
6 with any other relevant agency, stakeholder, or other entity,  
7 including the Hawaii sea grant college program and  
8 Kamakakuokalani center for Hawaiian studies of the University of  
9 Hawaii at Manoa and the center for labor education and research  
10 of the University of Hawaii West Oahu, that the school deems  
11 relevant for purposes of the study.

12 (d) The school of travel industry management shall submit  
13 a report of its findings and recommendations, including any  
14 proposed legislation, to the legislature no later than twenty  
15 days prior to the convening of the regular session of 2024.

16 SECTION 3. There is appropriated out of the general  
17 revenues of the State of Hawaii the sum of \$150,000 or so much  
18 thereof as may be necessary for fiscal year 2023-2024 for the  
19 school of travel industry management to conduct the tourism  
20 social carrying capacity study pursuant to this Act.



1           The sum appropriated shall be expended by the University of  
2 Hawaii for the purposes of this Act.

3           SECTION 4. This Act shall take effect on June 30, 3000.

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**Report Title:**

UH; TIM; Carrying Capacity; Study; DOH; DLNR; Appropriation

**Description:**

Requires the School of Travel Industry Management of the University of Hawaii to conduct a study that assesses the tourism social carrying capacity for each of the islands of Oahu, Maui, Hawaii, and Kauai. Requires the School of Travel Industry Management to consult with the Department of Health and Department of Land and Natural Resources and allows the school to consult with other entities. Appropriates funds. Effective 6/30/3000. (HD1)

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

