
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 Kauai, Lanai, and Molokai.

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, Kauai, Lanai, and Molokai, considering the perspective
21 of both residents 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, Kauai, Lanai, and
6 Molokai.

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

9 (1) Consider the tourism social carrying capacity as
10 perceived by Hawaii residents and visitors;

11 (2) Consult with the department of health to determine how
12 the volume of tourist visitation on each of the
13 islands of Oahu, Maui, Hawaii, Kauai, Lanai, and
14 Molokai affects the health systems of those islands;

15 (3) Consult with the department of land and natural
16 resources to determine how the volume of tourist
17 visitation on each of the islands of Oahu, Maui,
18 Hawaii, Kauai, Lanai, and Molokai affects the state
19 parks, hiking trails, and beaches of those islands;

20 (4) Assess visitor industry employment, including the
21 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 .

16 SECTION 3. There is appropriated out of the general
17 revenues of the State of Hawaii the sum of \$ or so
18 much thereof as may be necessary for fiscal year 2023-2024 for
19 the 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.

4



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, Kauai, Lanai, and Molokai. 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. (HD2)

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