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# HOUSE CONCURRENT RESOLUTION

URGING THE EXECUTIVE BRANCH TO OBTAIN, AS SOON AS PRACTICABLE,  
THE CERTIFIED SUSTAINABLE DESTINATION DESIGNATION FROM THE  
GLOBAL SUSTAINABLE TOURISM COUNCIL FOR THE STATE.

1           WHEREAS, UN Tourism defines "sustainable tourism" as  
2 "tourism that takes full account of its current and future  
3 economic, social, and environmental impacts, addressing the  
4 needs of visitors, the industry, and the environment and host  
5 communities"; and

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7           WHEREAS, unsustainable tourism degrades cultural and  
8 natural resources and forces residents to compete with tourists  
9 for the same space, resources, and infrastructure; and

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11           WHEREAS, many tourists desire to engage in sustainable  
12 tourism practices and are willing to pay additional fees to do  
13 so in Hawaii; and

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15           WHEREAS, sustainable tourism can protect cultural and  
16 natural resources, enhance resident quality of life, boost local  
17 economies, and create more enriching tourist experiences; and

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19           WHEREAS, the Hawaii 2050 Sustainability Plan states that  
20 one of its primary focuses is to promote sustainable economic  
21 recovery through "support[ing] Native Hawaiian culture &  
22 reduc[ing] impacts of the tourism industry to local communities"  
23 and "reduc[ing] the environmental footprint of the tourism  
24 industry"; and

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26           WHEREAS, the Hawaii Tourism Authority's 2020-2025 Strategic  
27 Plan states that the Authority endeavors "to strategically  
28 manage Hawaii tourism in a sustainable manner consistent with  
29 economic goals, cultural values, preservation of natural  
30 resources, community desires, and visitor industry needs"; and



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WHEREAS, existing law mandates that the Hawaii Tourism Authority "[d]evelop, coordinate, and implement state policies and directions for tourism and related activities taking into account the economic, social, and physical impacts of tourism on the State, Hawaii's natural environment, and areas frequented by visitors"; and

WHEREAS, obtaining a designation as a Certified Sustainable Destination from the Global Sustainable Tourism Council, which is regarded as the most trusted benchmark for sustainability and excellence in the global travel and tourism industry, will support the State's sustainable and regenerative tourism goals; now, therefore,

BE IT RESOLVED by the House of Representatives of the Thirty-third Legislature of the State of Hawaii, Regular Session of 2026, the Senate concurring, that the Executive Branch is urged to obtain, as soon as practicable, the Certified Sustainable Destination designation from the Global Sustainable Tourism Council for the State; and

BE IT FURTHER RESOLVED that certified copies of this Concurrent Resolution be transmitted to the Secretary-General of UN Tourism; Chief Executive Officer of the Global Sustainable Tourism Council; Hawaii's congressional delegation; Governor; Lieutenant Governor; Director of Business, Economic Development, and Tourism; President and Chief Executive Officer of the Hawaii Tourism Authority; Chair of the Board of Directors of the Hawaiian Tourism Authority; Chief Executive Officer of the Hawaiian Council; and President and Chief Executive Officer of the Hawaii Lodging and Tourism Association.

