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## HOUSE RESOLUTION

URGING THE EXECUTIVE BRANCH TO ADVANCE EFFORTS TO EMERGE AS A GLOBAL LEADER IN SUSTAINABLE TOURISM THAT PRESERVES AND RESTORES CULTURAL AND NATURAL RESOURCES, ENHANCES RESIDENT QUALITY OF LIFE, AND ENSURES HIGH-QUALITY VISITOR EXPERIENCES.

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, tourists desire to engage in sustainable tourism  
12 practices and are willing to pay additional fees to do so in  
13 Hawaii; and  
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15           WHEREAS, the Hawaii 2050 Sustainability Plan states that  
16 one of its primary focuses is to promote sustainable economic  
17 recovery through "support[ing] Native Hawaiian culture &  
18 reduc[ing] impacts of the tourism industry to local communities"  
19 and "reduc[ing] the environmental footprint of the tourism  
20 industry"; and  
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22           WHEREAS, the Hawaii Tourism Authority 2020-2025 Strategic  
23 Plan states that the Authority endeavors "to strategically  
24 manage Hawaii tourism in a sustainable manner consistent with  
25 economic goals, cultural values, preservation of natural  
26 resources, community desires, and visitor industry needs"; and  
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28           WHEREAS, existing law mandates that the Hawaii Tourism  
29 Authority "[d]evelop, coordinate, and implement state policies  
30 and directions for tourism and related activities taking into



1 account the economic, social, and physical impacts of tourism on  
2 the State, Hawaii's natural environment, and areas frequented by  
3 visitors"; and  
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5 WHEREAS, the efforts of the Hawaii Ecotourism Association  
6 and Department of Business, Economic Development, and Tourism to  
7 assess the sustainability of tourist-serving businesses are non-  
8 accredited, voluntary, dependent on self-assessment, and have  
9 limited participation, restricting their ability to achieve  
10 useful outcomes; and  
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12 WHEREAS, sustainable tourism can protect cultural and  
13 natural resources, enhance resident quality of life, boost local  
14 economies, and create more enriching tourist experiences; now,  
15 therefore,  
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17 BE IT RESOLVED by the House of Representatives of the  
18 Thirty-third Legislature of the State of Hawaii, Regular Session  
19 of 2026, that the Executive Branch is urged to advance efforts  
20 to emerge as a global leader in sustainable tourism that  
21 preserves and restores cultural and natural resources, enhances  
22 resident quality of life, and ensures high-quality visitor  
23 experiences; and  
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25 BE IT FURTHER RESOLVED that the Executive Branch is urged  
26 to:  
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28 (1) Mandate tourist-serving businesses, including hotels,  
29 transient accommodation operators, and tour operators,  
30 to be assessed and certified in sustainable tourism  
31 practices by an accredited third-party with no  
32 financial interests in the tourist-serving business,  
33 such as the Global Sustainable Tourism Council;  
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35 (2) Become, as soon as practicable, a Certified  
36 Sustainable Destination by the Global Sustainable  
37 Tourism Council, which includes pursuing sustainable  
38 management and cultural, socio-economic, and  
39 environmental sustainability;  
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41 (3) Acknowledge the value of sustainable tourism in  
42 promoting cultural and natural resource restoration



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and preservation, enhanced resident quality of life,  
and high-quality visitor experiences;

(4) Acknowledge that the State's present-day tourism industry is not culturally, environmentally, and economically sustainable and must urgently adopt and effectively enforce sustainable practices;

(5) Acknowledge that sustainable tourism is more economically viable than Hawaii's present-day tourism industry, since sustainable tourism preserves and restores the cultural and natural resources that drive the industry;

(6) Acknowledge that sustainability in Hawaii must involve restoring and preserving Native Hawaii ancestral land, rights, and practices, and thus tourism must stop the ongoing exploitation of Native Hawaiian cultural and natural resources;

(7) Minimize the expansion of tourist accommodations until sustainable practices are adopted and effectively enforced to reduce stress on the State's residents, infrastructure, and environment; and

(8) Continue to actively co-develop policies and financial incentives with Hawaii residents, cultural stewards, and environmentalist organizations to ensure tourist-serving businesses honor the shared responsibility to preserve and restore cultural and natural resources; and

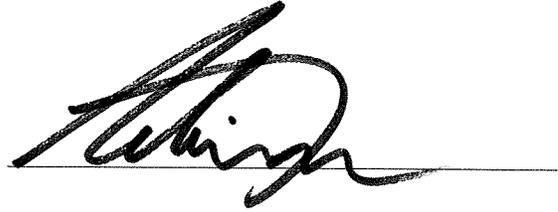
BE IT FURTHER RESOLVED that certified copies of this Resolution be transmitted to the Secretary-General of the UN Tourism; Chief Executive Officer of the Global Sustainable Tourism Council; Hawaii's congressional delegation; Governor; Lieutenant Governor; Director of Business, Economic Development, and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



H.R. NO. 45

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OFFERED BY:

A handwritten signature in black ink, appearing to read "A. King", is written over a horizontal line.

MAR 12 2026

