
HOUSE CONCURRENT RESOLUTION

REQUESTING THE HAWAII TOURISM AUTHORITY TO STUDY WHETHER TO
LICENSE TOUR GUIDES TO ENSURE GUIDES HAVE AN ADEQUATE LEVEL
OF KNOWLEDGE OF HAWAIIAN HISTORY AND CULTURE.

1 WHEREAS, the visitor industry remains the largest sector in
2 Hawaii's economy although efforts to diversify into various
3 other sectors are important and should continue to be
4 encouraged; and
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6 WHEREAS, the visitor industry continues to generate the
7 most economic activity and revenues in the State and, as such,
8 needs to be carefully nurtured; and
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10 WHEREAS, however, there has always been a fine line between
11 exploiting the natural beauty and resources of the islands in
12 catering to visitors and being knowledgeable and respectful of
13 the culture and history of the Hawaiian people who have been the
14 caretakers of Hawaii's aina; and
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16 WHEREAS, it is the distinct spirit of Aloha that ultimately
17 defines the unique beauty and the source of the State's
18 attraction to the rest of the world; and
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20 WHEREAS, yet, with the rapid increase in the number of
21 visitors to the State over the past few years, we must guard
22 against trivializing native Hawaiian culture and history for the
23 sake of visitors with misguided commercial stereotypes; and
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25 WHEREAS, often, it is the tour guide who has the most
26 frequent and direct contact with visitors to Hawaii and the tour
27 guide can either accurately portray Hawaiian history and culture
28 or not; and
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30 WHEREAS, however, at present, there is no mechanism to
31 ensure that a tour guide possesses the requisite knowledge of



1 Hawaiian history and culture to accurately portray them to the
2 visiting public; now, therefore,

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4 BE IT RESOLVED by the House of Representatives of the
5 Twenty-fourth Legislature of the State of Hawaii, Regular
6 Session of 2007, the Senate concurring, that the Hawaii Tourism
7 Authority is requested to study and recommend whether tour
8 guides should be licensed in the State to ensure that they
9 possess an adequate level of knowledge of Hawaiian history and
10 culture; and

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12 BE IT FURTHER RESOLVED that the Hawaii Tourism Authority is
13 requested to include in its study a consideration of at least
14 the following issues:

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16 (1) Who, if any, should be subject to licensing;
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18 (2) Criteria to determine an adequate level of knowledge;
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20 (3) Mechanism to assess an individual's level of
21 knowledge;
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23 (4) Term of a license;
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25 (5) Whether temporary licenses are necessary or desirable;
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27 (6) Application and renewal fees;
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29 (7) Cost of implementing a licensing program; and
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31 (8) Any other issues the Authority deems relevant; and
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33 BE IT FURTHER RESOLVED that the Hawaii Tourism Authority is
34 requested to consider using the following definition of "tour
35 guide" in its study:

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37 "Tour guide" means a person who, under a contract,
38 agreement, or any arrangement, is directly engaged in providing
39 services that include accompanying, guiding, explicating to, or
40 assisting a visitor to better appreciate the visitor's
41 sightseeing or tour activities in the State, whether the
42 services may include transportation or not, but shall not
43 include travel agents or brokers; and
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1 BE IT FURTHER RESOLVED that the Hawaii Tourism Authority is
 2 requested to report its findings and recommendations to the
 3 Legislature no later than twenty days prior to the convening of
 4 the Regular Session of 2008; and
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6 BE IT FURTHER RESOLVED that certified copies of this
 7 Concurrent Resolution be transmitted to the Chairperson of the
 8 Board of the Hawaii Tourism Authority and the Director of
 9 Business, Economic Development, and Tourism.
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