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## HOUSE RESOLUTION

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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

5  
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

9  
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

15  
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

19  
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

24  
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

29  
30 WHEREAS, however, at present, there is no mechanism to  
31 ensure that a tour guide possesses the requisite knowledge of  
32 Hawaiian history and culture to accurately portray them to the  
33 visiting public; now, therefore,



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

7  
8 BE IT FURTHER RESOLVED that the Hawaii Tourism Authority is  
9 requested to include in its study a consideration of at least  
10 the following issues:

- 11  
12 (1) Who, if any, should be subject to licensing;  
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14 (2) Criteria to determine an adequate level of knowledge;  
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16 (3) Mechanism to assess an individual's level of  
17 knowledge;  
18  
19 (4) Term of a license;  
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21 (5) Whether temporary licenses are necessary or desirable;  
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23 (6) Application and renewal fees;  
24  
25 (7) Cost of implementing a licensing program; and  
26  
27 (8) Any other issues the Authority deems relevant; and  
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29 BE IT FURTHER RESOLVED that the Hawaii Tourism Authority is  
30 requested to consider using the following definition of "tour  
31 guide" in its study:  
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33 "Tour guide" means a person who, under a contract,  
34 agreement, or any arrangement, is directly engaged in providing  
35 services that include accompanying, guiding, explicating to, or  
36 assisting a visitor to better appreciate the visitor's  
37 sightseeing or tour activities in the State, whether the  
38 services may include transportation or not, but shall not  
39 include travel agents or brokers; and  
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41 BE IT FURTHER RESOLVED that the Hawaii Tourism Authority is  
42 requested to report its findings and recommendations to the  
43 Legislature no later than twenty days prior to the convening of  
44 the Regular Session of 2008; and



BE IT FURTHER RESOLVED that certified copies of this Resolution be transmitted to the Chairperson of the Board of the Hawaii Tourism Authority and the Director of Business, Economic Development, and Tourism.

OFFERED BY:

Mel Canoll

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~~John~~  
 Oreni Oroui  
 ST. De  
 K. L.  
 Calwick Ay

~~Mr.~~  
 Also Mr. Sun  
 Rick T. R. Cabanilla  
 Karl Meach  
 J. M. H. H. H.  
 Cindy Evans  
 Ken Brown  
 Tony V.  
 Kirk Caldwell  
 Ben G.  
 Marif Stee

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