H.R. NO. 12

HOUSE 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.

WHEREAS, the visitor industry remains the largest sector in 1 Hawaii's economy although efforts to diversify into various 2 other sectors are important and should continue to be 3 4 encouraged; and 5 WHEREAS, the visitor industry continues to generate the 6 7 most economic activity and revenues in the State and, as such, needs to be carefully nurtured; and 8 9 WHEREAS, however, there has always been a fine line between 10 exploiting the natural beauty and resources of the islands in 11 catering to visitors and being knowledgeable and respectful of 12 the culture and history of the Hawaiian people who have been the 13 caretakers of Hawaii's aina; and 14 15 WHEREAS, it is the distinct spirit of Aloha that ultimately 16 defines the unique beauty and the source of the State's 17 attraction to the rest of the world; and 18 19 WHEREAS, yet, with the rapid increase in the number of 20 visitors to the State over the past few years, we must guard 21 against trivializing native Hawaiian culture and history for the 22 sake of visitors with misguided commercial stereotypes; and 23 24 WHEREAS, often, it is the tour guide who has the most 25 frequent and direct contact with visitors to Hawaii and the tour 26 guide can either accurately portray Hawaiian history and culture 27 or not; and 28 29 WHEREAS, however, at present, there is no mechanism to 30 ensure that a tour guide possesses the requisite knowledge of 31 32 Hawaiian history and culture to accurately portray them to the visiting public; now, therefore, 33 34



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BE IT RESOLVED by the House of Representatives of the 1 Twenty-fourth Legislature of the State of Hawaii, Regular 2 Session of 2007, that the Hawaii Tourism Authority is requested 3 to study and recommend whether tour guides should be licensed in 4 the State to ensure that they possess an adequate level of 5 knowledge of Hawaiian history and culture; and 6 7 8 BE IT FURTHER RESOLVED that the Hawaii Tourism Authority is 9 requested to include in its study a consideration of at least the following issues: 10 11 Who, if any, should be subject to licensing; 12 (1)13 (2) Criteria to determine an adequate level of knowledge; 14 15 (3) Mechanism to assess an individual's level of 16 knowledge; 17 18 19 (4) Term of a license; 20 (5) Whether temporary licenses are necessary or desirable; 21 22 Application and renewal fees; (6) 23 24 25 (7) Cost of implementing a licensing program; and 26 Any other issues the Authority deems relevant; and 27 (8) 28 29 BE IT FURTHER RESOLVED that the Hawaii Tourism Authority is requested to consider using the following definition of "tour 30 quide" in its study: 31 32 "Tour quide" means a person who, under a contract, 33 agreement, or any arrangement, is directly engaged in providing 34 services that include accompanying, guiding, explicating to, or 35 assisting a visitor to better appreciate the visitor's 36 sightseeing or tour activities in the State, whether the 37 services may include transportation or not, but shall not 38 39 include travel agents or brokers; and 40 BE IT FURTHER RESOLVED that the Hawaii Tourism Authority is 41 requested to report its findings and recommendations to the 42 Legislature no later than twenty days prior to the convening of 43

the Regular Session of 2008; and HR LRB 07-0440.doc

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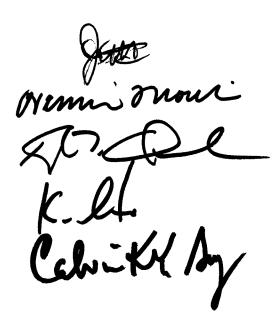
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1 BE IT FURTHER RESOLVED that certified copies of this 2 3 Resolution be transmitted to the Chairperson of the Board of the Hawaii Tourism Authority and the Director of Business, Economic 4 Development, and Tourism. 5 6





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