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## HOUSE RESOLUTION

SUPPORTING THE NATIVE HAWAIIAN HOSPITALITY ASSOCIATION AND ITS  
OLA HAWAI'I PROGRAM AS DYNAMIC CONTRIBUTORS TO THE  
BETTERMENT OF THE CONDITIONS AND RELATIONSHIPS BETWEEN  
NATIVE HAWAIIANS AND THE VISITOR INDUSTRY OF HAWAI'I.

1           WHEREAS, established in 1997, the Native Hawaiian  
2 Hospitality Association (NaHHA) is a non-profit organization  
3 whose vision is to perpetuate an authentic spirit of aloha and  
4 Hawaiian culture in hospitality industry planning, promotion,  
5 and product development; and  
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7           WHEREAS, the Hawai'i Tourism Authority developed the Hawai'i  
8 Tourism Strategic Plan 2005 - 2015 and named NaHHA as the lead  
9 organization for its Hawaiian Culture Initiative (HCI), one of  
10 nine initiatives of the strategic plan; and  
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12           WHEREAS, as the lead agency for the HCI, NaHHA conducted  
13 in-depth research and gathered information to create an informed  
14 action plan to actualize HCI's overarching goal of 'honoring and  
15 perpetuating the Hawaiian culture and community'; and  
16

17           WHEREAS, after meeting with over 500 stakeholders from all  
18 islands, 25 Hawaiian organizations, and 50 leaders of the  
19 visitor industry; convening 17 community meetings throughout the  
20 islands; organizing six specialized focus groups; and conducting  
21 the first Native Hawaiian Tourism Conference, which was attended  
22 by over 300 people, NaHHA developed a 45-Point Action Plan; and  
23

24           WHEREAS, guided by the 45-Point Action Plan, NaHHA  
25 continues to engage stakeholders to participate in and support  
26 actions that help accomplish the objectives of the Plan and HCI;  
27 and  
28

29           WHEREAS, the objectives of the 45-Point Action Plan and HCI  
30 include strengthening the relationships between the visitor  
31 industry and the Hawaiian community; striving to nurture the  
32 Hawaiian culture by creating visitor experiences, activities,



1 and marketing programs that are respectful and accurate; and  
2 supporting Hawaiian programs and cultural practitioners,  
3 craftsmen, musicians, and other artists in their efforts to  
4 preserve and perpetuate the Hawaiian culture where appropriate;  
5 and  
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7 WHEREAS, in 2006, NaHHA submitted a proposal for funding to  
8 the Administration for Native Americans and was awarded funds to  
9 write a cultural curriculum which created a "train the trainer"  
10 project; and  
11

12 WHEREAS, the goal of the three-year "train the trainer"  
13 project was to improve opportunities for Hawaiians to succeed in  
14 positively influencing and impacting the visitor industry of  
15 Hawai'i which resulted in the creation of Ola Hawai'i; and  
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17 WHEREAS, the Ola Hawai'i program addresses the need for  
18 cultural education and training to support the HCI objectives  
19 that strengthen the relationship between the host Hawaiian  
20 culture and the visitor industry; and  
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22 WHEREAS, the curriculum of the Ola Hawai'i program teaches  
23 industry managers and employees about Hawaiian values, chiefly  
24 leadership and its relevance to the visitor industry, Hawaiian  
25 culture, the Ho'okipa (Hospitality) Model, the Ho'okaulike  
26 (bring into balance) Model, and opportunities for growth; and  
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28 WHEREAS, the Ola Hawai'i program workshops are conducted by  
29 Alaka'i, or leaders, who have completed a rigorous, year-long  
30 training program, and who are certified by NaHHA to conduct  
31 workshops on all islands; now, therefore,  
32

33 BE IT RESOLVED by the House of Representatives of the  
34 Twenty-fifth Legislature of the State of Hawaii, Regular Session  
35 of 2010, that this body supports the Native Hawaiian  
36 Hospitality Association and its Ola Hawai'i program as dynamic  
37 contributors to the betterment of the conditions and  
38 relationships between Hawaiians and the visitor industry of  
39 Hawai'i; and  
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1 BE IT FURTHER RESOLVED that certified copies of this  
 2 Resolution be transmitted to the Board of Directors of the  
 3 Native Hawaiian Hospitality Association, Director of the Hawai'i  
 4 Tourism Authority, President of the Hawai'i Hotel and Lodging  
 5 Association, and Board of Directors of the Association of  
 6 Hawaiian Civic Clubs.

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OFFERED BY:

Mele Carroll

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FEB 18 2010

