

JAN 21 2011

S.B. NO. 108

A BILL FOR AN ACT

RELATING TO NATIVE HAWAIIAN CULTURE.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF HAWAII:

1 SECTION 1. The legislature finds that a successful,
2 sustainable tourism industry in Hawaii honors Hawaii's host
3 culture, its people and their history; protects its unique
4 natural environment; and engages local communities. People from
5 all over the world representing many different cultures have
6 made Hawaii their home and have helped to make Hawaii a top
7 visitor destination. However, native Hawaiians and the native
8 Hawaiian culture are what continue to make Hawaii unique and
9 different from other destinations around the world.

10 In 1997, the Native Hawaiian Hospitality Association
11 (NaHHA) was founded by George S. Kanahale, Kenneth Brown, and
12 other native Hawaiian professionals to address concerns about
13 how native Hawaiians and Hawaiian culture were perceived and
14 represented in tourism. Since that time, NaHHA, a 501(c)(3)
15 private nonprofit, has advocated for the development and
16 advancement of native Hawaiians in tourism as an investment in
17 Hawaii's future leaders and in the perpetuation of authentic
18 culture in the tourism industry.



1 NaHHA promotes Hawaiian culture in the tourism industry
2 through consulting and educating, developing and implementing
3 effective communication tools, conducting research, and
4 providing project support and coordination. In doing so, NaHHA
5 has formed alliances with various Hawaiian organizations and
6 nonprofits, artists and cultural practitioners, and with tourism
7 associations, hotels, and private businesses. These alliances
8 have gained NaHHA recognition as the lead private sector
9 organization for the Hawaii tourism authority's Hawaiian culture
10 objectives of the Hawai'i Tourism Strategic Plan: 2005-2015.

11 In keeping with this mission, NaHHA recently completed a
12 two-year train-the-trainer program for twenty-one Hawaiians to
13 provide cultural training and consultation. NaHHA's "Ola
14 Hawai'i, Hawai'i Lives" graduates now offer cultural education
15 for managers and employees and consultation in cultural
16 competency in the workplace.

17 As these and other initiatives move forward, the need for
18 comprehensive information regarding Hawaii's extensive Hawaiian
19 cultural resources has become more and more critical. While
20 numerous Hawaiian and other organizations and agencies compile
21 and maintain cultural resource information, there is no central
22 database of this valuable information.



1 The purpose of this Act is to strengthen the knowledge base
2 of Hawaiian cultural resources and the relationship between the
3 State, the visitor industry, and the native Hawaiian community.

4 SECTION 2. (a) The Hawaii tourism authority shall
5 contract with a 501(c)(3) private nonprofit engaged in promoting
6 Hawaiian culture, for the development and maintenance of a
7 comprehensive Hawaiian cultural resources inventory database.
8 The database shall be online and accessible to the public through
9 the Internet and may include:

- 10 (1) Information relating to Hawaiian cultural resources,
11 including publicly available information and cultural
12 programs and activities from private entities or
13 organizations;
- 14 (2) Programs and activities with particular relevance to
15 the visitor industry;
- 16 (3) Activities promoted by local organizations and
17 community groups to organize native Hawaiians and
18 disseminate information about Hawaiian culture; and
- 19 (4) Other relevant information, as appropriate, to
20 strengthen the knowledge base of Hawaiian cultural
21 resources statewide.

1 (b) The comprehensive Hawaiian cultural resources
2 inventory database shall be developed in consultation with the
3 office of the governor; office of Hawaiian affairs; state
4 foundation on culture and the arts; University of Hawai'i school
5 of travel industry management and Hawaiian studies programs;
6 Hawaii Hotel and Lodging Association; Activities and Attractions
7 Association of Hawaii; Hawaii Ecotourism Association; business
8 organizations; residents; visitors; and other appropriate public
9 agencies and private organizations.

10 (c) The Hawaii tourism authority shall include information
11 on the comprehensive Hawaiian cultural resources inventory
12 database as part of its annual report to the governor and the
13 legislature, pursuant to section 201B-16, Hawaii Revised
14 Statutes.

15 SECTION 3. There is appropriated out of the general
16 revenues of the State of Hawaii the sum of \$ or so
17 much thereof as may be necessary for fiscal year 2011-2012 and
18 the same sum or so much thereof as may be necessary for fiscal
19 year 2012-2013 for the development and maintenance of a
20 comprehensive Hawaiian cultural resources inventory database.

21 The sums appropriated shall be expended by the Hawaii
22 tourism authority for the purposes of this Act; provided that



1 the Hawaii tourism authority shall contract with a 501(c)(3)
 2 private nonprofit engaged in promoting Hawaiian culture, to
 3 develop and maintain a comprehensive Hawaiian cultural resources
 4 inventory database; provided further that no funds shall be made
 5 available unless matched dollar-for-dollar by the office of
 6 Hawaiian affairs.

7 SECTION 4. This Act shall take effect on July 1, 2011.
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Report Title:

Hawaiian Cultural Resources Database; Hawaii Tourism Authority;
Appropriation

Description:

Requires the Hawaii tourism authority to contract with a 501(c)(3) private nonprofit, engaged in promoting Hawaiian culture, to develop and maintain a comprehensive Hawaiian cultural resources inventory database; appropriates funds; requires dollar-for-dollar match by the office of Hawaiian Affairs.

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