



SB 116, SD2 HD1
RELATING TO CULTURE AND THE ARTS
House Committee on Hawaiian Affairs
House Committee on Culture & the Arts

March 23, 2011

8:30 a.m.

Room 329

The Office of Hawaiian Affairs (OHA) **SUPPORTS** SB116 SD2 HD1, which would authorize the Hawai'i Tourism Authority to support traditional Hawaiian arts and cultural activities.

We appreciate that the scope of the HD1 was broadened to also include post-contact Hawaiian cultural activities. This amendment recognizes that Hawaiian culture is a living one that has evolved since the arrival of westerners to Hawai'i, through the adoption and incorporation of foreign ideas and new technologies. We do note, however, that contemporary Native Hawaiian cultural activities such as modern hula, steel guitar and slack key already receive a great deal of attention and promotion from the tourist industry. It is the promotion of pre-contact Hawaiian cultural activities – specifically our traditional arts and crafts, such as feather and wood work – that needs to be strengthened.

At the same time, we agree that this measure represents a step in the right direction for the tourism industry to support the perpetuation of Native Hawaiian cultural practices and values. Expanding and integrating cultural initiatives such as Native Hawaiian language, music, dance, and arts and crafts will have important outcomes. Through the promotion of Hawaiian language, visitors will better understand Native Hawaiian values and appreciate the importance of our natural and cultural resources. As these cultural activities expose our visitors to our values, we hope that it encourages them to make a conscious effort to take care of our island while visiting.

Moreover, it is vital that HTA promote tourist activities that accurately portray Native Hawaiian culture to our visitors and kama'āina. HTA's promotion of authentic Native Hawaiian cultural activities will help direct much-needed revenue to cultural practitioners, which will enable them to continue to perpetuate and preserve their practices.

We do ask, however, that as HTA promotes the "cultural activities" proposed in SB116 SD2 HD1, it consider the impact increased tourist participation may have on cultural practices and sites. For example, increasing the number of

visitors to a heiau could adversely affect the site and the cultural practices connected to the site. We encourage HTA to continue to dialogue with the Native Hawaiian community on such issues to ensure that Native Hawaiian practices are protected.

OHA urges the committee to PASS SB116 SD2 HD1. Mahalo nui loa for the opportunity to testify.

JESSICA WOOLEY, CHAIR
HOUSE COMMITTEE ON CULTURE & THE ARTS

Kuupuamakamae Swain
PO Box 207
Hakalau, Hawaii 96710
808 938 4497

March 23, 2011
8:30 AM
Room 329

LEGISLATIVE TESTIMONY
IN SUPPORT OF SB116 SD2
RELATING TO CULTURE AND THE ARTS

My name is Kuupuamakamae Swain and I am testifying in support of SB116 SD2 HD1.

As a Native Hawaiian living on Hawaii Island, it is important to me that tourism incorporate the Native Hawaiian and not just market or promote native Hawaiian cultural initiatives. In my community, where I live, tourism flourishes. However, the tourism activities in the area, an area littered with Hawaiian artifacts lacks the support and promotion of traditional pre-contact arts and culture activities.

Supporting this bill, in my opinion, will provide in increased awareness for the business community to promote and market tourism with “added value”, a sense of place.