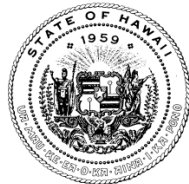


NEIL ABERCROMBIE  
GOVERNOR



Testimony of  
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**STATE OF HAWAII**  
**DEPARTMENT OF TRANSPORTATION**  
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March 18, 2013  
9:30 am  
State Capitol, Room 312

**S.B. 170, S.D. 2**  
**RELATING TO TOURISM**

House Committee(s) on Tourism  
& Ocean, Marine Resources and Hawaiian Affairs

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The Department of Transportation (DOT) is a partner of the Hawaii Tourism Authority in terms of facilitating the process of bringing new visitors to Hawaii. We recognize the significance of their expertise and programs on the welfare of our economy.

DOT **supports** the intent of S.B. 170, S.D. 2 which recognizes the culture of Hawaii as a unique and powerful asset in representing Hawaii as one of the most desirable destinations in the world. We also recognize the value of having a coordinating function for the breadth of such a program, and believe that the Hawaii Tourism Authority has the ability to determine the best aspects of the culture to feature, in a manner that is accurate, tasteful, and sensitive to native traditions.

Thank you for the opportunity to provide testimony.





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**Neil Abercrombie**  
*Governor*

**Mike McCartney**  
*President and Chief Executive Officer*

**Testimony of  
Mike McCartney  
President and Chief Executive Officer  
Hawai'i Tourism Authority  
On  
S.B. 170, S.D. 2  
Relating to Tourism  
House Committee on Tourism  
House Committee on Ocean, Marine Resources & Hawaiian Affairs  
Monday, March 18, 2013  
9:30am  
Conference Room 312**

The Hawai'i Tourism Authority (HTA) strongly supports S.B. 170, S.D. 2, which establishes guidelines and objectives for the Hawaii Tourism Authority to perpetuate the Native Hawaiian culture that is important to the uniqueness of the Hawaii visitor experience.

Three elements converge to make a visitor experience: the visitor, the host, and the place. In the world-wide visitor industry model, the place and host are always changing to accommodate the visitor. This results in all destinations evolving to resemble other destinations.

The Native Hawaiian practice of ho'okipa, of greeting and welcoming strangers, is a deeply embedded part of what makes a Hawaiian visitor unique. It is important that we preserve the dignity and cultural features of our host culture, celebrate the place that is Hawai'i, and preserve those attributes that makes us unique.

S.B. 170, S.D. 2, establishes the guidelines to accomplish these goals by:

- Requiring that the Hawaiian culture is accurately portrayed;
- Ensuring that the Hawaiian language is supported and normalized as an official language of the State and as the foundation of our host culture;
- Supporting the cultural practitioners and cultural sites that special resources that sustain our visitor industry; and
- Requiring Hawaiian cultural education and training of the visitor industry workforce to instill an understanding and appreciation of the host culture and its importance to the uniqueness of Hawaii's visitor industry.

Mahalo for the opportunity to offer these comments.

**SB170**

Submitted on: 3/18/2013

Testimony for TOU/OMH on Mar 18, 2013 09:30AM in Conference Room 312

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Patricia Blair	Individual	Support	No

Comments:

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