

# SB 170

Measure Title: RELATING TO TOURISM.

Report Title: Tourism; Hawaii Tourism Authority; Native Hawaiian Culture

Description: Expands the powers and duties of the Hawaii Tourism Authority to include perpetuating the uniqueness of the native Hawaiian culture and community and the importance of the native Hawaiian culture and community to the quality of the visitor experience by ensuring that native Hawaiian culture is accurately portrayed by the visitor industry; that cultural practitioners and cultural sites that give value to Hawaii's heritage are supported; and that a native Hawaiian cultural education and training program is provided for the visitor industry workforce having direct contact with visitors. (SD1)

Companion:

Package: None

Current Referral: THA/WAM

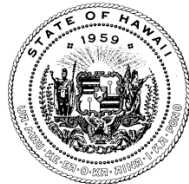
Introducer(s): GALUTERIA

<a href="#">Sort by Date</a>		Status Text
1/17/2013	S	Introduced.
1/17/2013	S	Passed First Reading.
1/22/2013	S	Referred to THA.
2/19/2013	S	The committee(s) on THA will hold a public decision making on 02-19-13 1:15PM in conference room 225.
2/19/2013	S	The committee(s) on THA recommend(s) that the measure be PASSED, WITH AMENDMENTS and be recommitted. The votes in THA were as follows: 7 Aye(s): Senator(s) Galuteria, Keith-Agaran, Kahele, Kidani, Shimabukuro, Solomon, Slom; Aye(s) with reservations: none ; 0 No(es): none; and 1 Excused: Senator(s) Hee.
2/20/2013	S	Reported from THA (Stand. Com. Rep. No. 454) as amended (SD 1), with recommendation of recommitment to THA.
2/20/2013	S	Report adopted, as amended (SD 1) and recommitted to THA.
2/20/2013	S	The committee(s) on THA has scheduled a public hearing on 02-25-13 2:45PM in conference room 224.
2/20/2013	S	Re-Referred to THA/WAM.
2/21/2013	S	The committee(s) on THA deleted the measure from the public hearing scheduled on 02-25-13 2:45PM in conference room 224.
2/25/2013	S	The committee(s) on THA/WAM has scheduled a public hearing on 02-28-13 9:30AM in conference room 211.

## TESTIMONY LIST

	<b>DEPARTMENT OF TRANSPORTATION</b>	SUPPORT
Mike McCartney	<b>HAWAII TOURISM ASSOCIATION</b>	SUPPORT with AMENDMENTS
Ben Shafer		SUPPORT
Javier Mendez-Alvarez		SUPPORT
Juanita Kawamoto Brown		SUPPORT
Troy Abraham		SUPPORT

NEIL ABERCROMBIE  
GOVERNOR



Testimony of  
GLENN M. OKIMOTO  
DIRECTOR

Deputy Directors  
JADE BUTAY  
FORD N. FUCHIGAMI  
RANDY GRUNE  
JADINE URASAKI

IN REPLY REFER TO:  
(808) 586-2165

**STATE OF HAWAII**  
**DEPARTMENT OF TRANSPORTATION**  
869 PUNCHBOWL STREET  
HONOLULU, HAWAII 96813-5097

February 28, 2013  
9:30 am  
State Capitol, Room 211

**S.B. 170, S.D. 1**  
**RELATING TO TOURISM**

Senate Committee(s) on Tourism and Hawaiian Affairs  
& Ways and Means

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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. 1 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. 1  
Relating to Tourism  
Senate Committee on Tourism and Hawaiian Affairs  
Senate Committee on Ways and Means  
Thursday, February 28, 2013  
9:30am  
Conference Room 211**

The Hawai'i Tourism Authority (HTA) strongly supports S.B. 170, S.D. 1, 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. 1, establishes the guidelines to accomplish these goals by:

- Requiring that the Hawaiian culture is accurately portrayed;
- 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.

We request, however, that S.B. 170, be further amended by amending paragraph (5) to include a new subparagraph (B) to read:

- (5) Perpetuating the uniqueness of the native Hawaiian culture and community, and their importance to the quality of the visitor experience by ensuring that:
- (A) The Hawaiian culture is accurately portrayed by Hawaii's visitor industry;
  - (B) **Hawaiian language is supported and normalized as both an official language of the State as well as the foundation of the host culture that draws visitors to Hawaii;**
  - (C) Hawaiian cultural practitioners and cultural sites that give value to Hawaii's heritage are supported, nurtured, and engaged in sustaining the visitor industry; and
  - (D) A native Hawaiian cultural education and training program is provided for the visitor industry workforce having direct contact with visitor."

Mahalo for the opportunity to offer these comments.

**SB170**

Submitted on: 2/20/2013

Testimony for THA on Feb 25, 2013 14:45PM in Conference Room 224

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Ben Shafer	Individual	Support	No

Comments:

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**SB170**

Submitted on: 2/26/2013

Testimony for THAWAM on Feb 28, 2013 09:30AM in Conference Room 211

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Javier Mendez-Alvarez	Individual	Support	No

## Comments:

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**SB170**

Submitted on: 2/21/2013

Testimony for THA on Feb 25, 2013 14:45PM in Conference Room 224

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Juanita Brown Kawamoto	Individual	Support	Yes

Comments: I strongly support the intent of this bill. As a native Hawaiian whose ohana worked tirelessly to support this industry as labor for the hotels and tour bus industry, their dedication to teaching Kamaaina about Hawaiian culture and values with pride and dedication should be perpetuated infinitely! My concern is that we should also assist our keiki's future by including subsidies through fiscal practices to provide 100% UH College Tuition for future generations who wish to pursue the intentions of this bill. Mahalo for the opportunity to testify.

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**SB170**

Submitted on: 2/27/2013

Testimony for THAWAM on Feb 28, 2013 09:30AM in Conference Room 211

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Troy Abraham	Individual	Support	No

Comments: i support passage of bill to help grow hawaii's economy and help tourists learn about hawaiian culture and history.

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