
A BILL FOR AN ACT

RELATING TO TOURISM.

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

1 SECTION 1. Section 201B-3, Hawaii Revised Statutes, is
2 amended by amending subsection (b) to read as follows:

3 "(b) The authority shall be responsible for:

4 (1) Promoting, marketing, and developing the tourism
5 industry in the State;

6 (2) Arranging for the conduct of research through
7 contractual services with the University of Hawaii or
8 any agency or other qualified persons concerning
9 social, economic, and environmental aspects of tourism
10 development in the State; provided that, where public
11 disclosure of information gathered by the authority
12 may place businesses at a competitive disadvantage and
13 impair or frustrate the authority's ability to obtain
14 information for a legitimate government function, the
15 authority may withhold from public disclosure
16 competitively sensitive information, including:

17 (A) Completed survey and questionnaire forms;

18 (B) Coding sheets; and



- 1 (C) Database records of the information;
- 2 (3) Providing technical or other assistance to agencies
- 3 and private industry upon request;
- 4 (4) Creating a vision and developing a long-range
- 5 strategic plan for tourism in Hawaii; [~~and~~]
- 6 (5) Perpetuating the uniqueness of the native Hawaiian
- 7 culture and community and the importance of the native
- 8 Hawaiian culture and community to the quality of the
- 9 visitor experience by ensuring that:
- 10 (A) Native Hawaiian culture is accurately portrayed
- 11 by Hawaii's visitor industry;
- 12 (B) The Hawaiian language is supported and normalized
- 13 as an official language of the State and as a
- 14 foundation of the host culture that attracts
- 15 visitors to Hawaii;
- 16 (C) Native Hawaiian cultural practitioners and
- 17 cultural sites that give value to Hawaii's
- 18 heritage are supported, nurtured, and engaged in
- 19 sustaining the visitor industry; and
- 20 (D) A native Hawaiian cultural education and training
- 21 program is provided for the visitor industry



1 workforce having direct contact with visitors;
2 and
3 [+5+] (6) Reviewing annually the expenditure of public
4 funds by any visitor industry organization with which
5 the authority contracts to perform tourism promotion,
6 marketing, and development and making recommendations
7 necessary to ensure the effective use of the funds for
8 the development of tourism. The authority shall also
9 prepare annually a report of expenditures, including
10 descriptions and evaluations of programs funded,
11 together with any recommendations the authority may
12 make and shall submit the report to the governor and
13 the legislature as part of the annual report required
14 under section 201B-16."

15 SECTION 2. Statutory material to be repealed is bracketed
16 and stricken. New statutory material is underscored.

17 SECTION 3. This Act shall take effect upon its approval.



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 that is important to the quality of the visitor experience. (SB170 HD1)

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