

MAR 08 2019

SENATE RESOLUTION

ENCOURAGING THE HAWAII TOURISM AUTHORITY AND THE DEPARTMENT OF LAND AND NATURAL RESOURCES' STATE HISTORIC PRESERVATION DIVISION TO WORK WITH COMMUNITY ORGANIZATIONS TO ASSIST IN THE ESTABLISHMENT OF HISTORICAL MARKERS AND TRAILS.

1 WHEREAS, the Hawaii Tourism Authority was established to
2 act as the lead agency for Hawaii's visitor industry and is
3 charged with the following responsibilities:
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- 5 (1) Setting tourism policy and direction from a statewide
6 perspective;
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8 (2) Developing and implementing the State's tourism
9 marketing plan and efforts;
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11 (3) Managing programs and activities to sustain a healthy
12 visitor industry for the State;
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14 (4) Developing and monitoring implementation of the Hawaii
15 Tourism Strategic Plan;
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17 (5) Coordinating tourism-related research, planning,
18 promotional and outreach activities with the public
19 and private sectors;
20
21 (6) Perpetuating Hawaiian culture;
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23 (7) Distributing visitors across all of the Hawaiian
24 Islands to balance capacity; and
25
26 (8) Creating greater collaboration with other state
27 agencies; and
28

29 WHEREAS, the Hawaii Tourism Authority amended its Tourism
30 Strategic Plan in 2015 to integrate authenticity into the
31 visitor industry to perpetuate Hawaii's unique cultural
32 heritage; and
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1 WHEREAS, the Hawaii Tourism Authority recognizes that some
 2 visitors are interested in a more authentic experience, which
 3 has resulted in increased tourism in Hawaii's small rural
 4 communities; and
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6 WHEREAS, the Hawaii Tourism Authority currently provides
 7 support to cultural and heritage tourism events and projects
 8 through its Product Enrichment Program; and
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10 WHEREAS, one of the principal objectives of cultural
 11 heritage tourism is collaboration with local organizations and
 12 the public to develop sustainable economies; and
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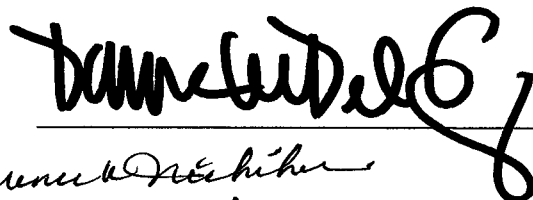
14 WHEREAS, historical trail and walking tours have been
 15 utilized by community stakeholders to identify historic
 16 individuals or landmarks for the purpose of creating cultural
 17 attractions; now, therefore,
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19 BE IT RESOLVED by the Senate of the Thirtieth Legislature
 20 of the State of Hawaii, Regular Session of 2019, that the Hawaii
 21 Tourism Authority and the Department of Land and Natural
 22 Resources' State Historic Preservation Division are encouraged
 23 to work together with community organizations to assist in the
 24 establishment of historical markers and trails; and
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26 BE IT FURTHER RESOLVED that the Hawaii Tourism Authority
 27 and State Historic Preservation Division are encouraged to
 28 identify areas that meet criteria for historical trails or
 29 walking tours; and
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31 BE IT FURTHER RESOLVED that certified copies of this
 32 Resolution be transmitted to the Chairperson of the Hawaii
 33 Tourism Authority, President and Chief Executive Office of the
 34 Hawaii Tourism Authority, Chairperson of the Department of Land
 35 and Natural Resources, and Administrator of the Department of
 36 Land and Natural Resources' State Historic Preservation
 37 Division.
 38
 39
 40

OFFERED BY:



Clarence A. Kihiko
D.C. Kihiko

