

DAVID Y. IGE  
GOVERNOR OF  
HAWAII



**STATE OF HAWAII  
DEPARTMENT OF LAND AND NATURAL RESOURCES**

POST OFFICE BOX 621  
HONOLULU, HAWAII 96809

**Testimony of  
SUZANNE D. CASE  
Chairperson**

**Before the Senate Committees on  
WAYS AND MEANS  
and  
COMMERCE, CONSUMER PROTECTION, AND HEALTH**

**Monday, February 25, 2019  
11:00 AM  
State Capitol, Conference Room 211**

**In consideration of  
SENATE BILL 364, SENATE DRAFT 1  
RELATING TO TOURISM**

Senate Bill 364, Senate Draft 1 proposes to establish a professional tour guide certification task force to determine whether it is appropriate to require persons who use various state resources for commercial purposes or apply for various commercial use permits to hold and maintain certification or meet minimum requirements, recommend existing certificates or certification programs that may be appropriate for this purpose, and make recommendations and plans regarding any necessary certification and renewal. **The Department of Land and Natural Resources (Department) is in support and agrees with the measure as is currently reflected in the Senate Draft 1.**

The Department agrees that insuring optimal quality and authenticity of informational content for the Hawaii tourism industry is a critical goal. In particular—when authorized tour guides transit Department lands the respective Divisions – in addition to insuring patron safety, also prefer that the guides are knowledgeable in both natural and cultural resources information and values.

The Department also agrees with the Senate Committees on Energy, Economic Development, and Tourism, Higher Education, and Water and Land, in which Standing Committee Report 653 states “the convening of a task force to examine all factors surrounding professional tour guide certification is necessary before any statutory or regulator changes are implemented”.

Thank you for the opportunity to comment on this measure.

**SUZANNE D. CASE**  
CHAIRPERSON  
BOARD OF LAND AND NATURAL RESOURCES  
COMMISSION ON WATER RESOURCE MANAGEMENT

**ROBERT K. MASUDA**  
FIRST DEPUTY

**M. KALEO MANUEL**  
DEPUTY DIRECTOR - WATER

AQUATIC RESOURCES  
BOATING AND OCEAN RECREATION  
BUREAU OF CONVEYANCES  
COMMISSION ON WATER RESOURCE MANAGEMENT  
CONSERVATION AND COASTAL LANDS  
CONSERVATION AND RESOURCES ENFORCEMENT  
ENGINEERING  
FORESTRY AND WILDLIFE  
HISTORIC PRESERVATION  
KAHOOLAWE ISLAND RESERVE COMMISSION  
LAND  
STATE PARKS



Hawai'i Convention Center  
1801 Kalākaua Avenue, Honolulu, Hawai'i 96815  
**kelepona** tel 808 973 2255  
**kelepa'i** fax 808 973 2253  
**kahua pa'a** web hawaiiauthority.org

**David Y. Ige**  
*Governor*

**Chris Tatum**  
*President and Chief Executive Officer*

Statement of  
**CHRIS TATUM**

Hawai'i Tourism Authority  
before the  
**SENATE COMMITTEE ON WAYS AND MEANS**  
**SENATE COMMITTEE ON COMMERCE, CONSUMER PROTECTION AND HEALTH**

Monday, February 25, 2019  
11:00 AM  
State Capitol, Conference Room #211

In consideration of  
**SENATE BILL NO 364 SD1**  
**RELATING TO TOURISM.**

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Chairs Dela Cruz and Baker, Vice Chairs Keith-Agaran and Chang, and members of the Committees on Ways and Means and Commerce, Consumer Protection and Health: The Hawai'i Tourism Authority (HTA) **supports** Senate Bill 364 SD1, which establishes a task force to determine whether it is appropriate to require persons who use state resources for commercial purposes or who apply for commercial use permits to hold and maintain certification or meet minimum requirements. The HTA would also submit some amendments for consideration.

As the State agency tasked with strategically managing, marketing and developing Hawai'i's visitor industry, HTA agrees that it is important to ensure that our guests are presented with consistent and accurate information about Hawaiian history and cultural sites. Senate Bill 364 SD1 will help strengthen the tourism industry's efforts, and ultimately the Hawai'i brand, to ensure that Hawaiian culture is portrayed authentically and that the tourism industry and our visitors understand the importance of protecting Hawai'i's natural environment.

We would also recommend striking lines 11-21 on page 3 and lines 1-8 on page 4 and replace the task force members with the following:

- (1) Hawai'i tourism authority, who shall serve as co-chair;
- (2) State sustainability coordinator, who shall serve as co-chair;
- (3) Department of business, economic development and tourism;
- (4) Public utilities commission;

- (5) State parks administrator;
- (6) Na Ala Hele Trails & Access program manager;
- (7) Division of boating and recreation administrator;
- (8) Aha Moku Advisory Council
- (9) University of Hawaii at Hilo;
- (10) Hawai'i Community College;
- (11) Kapiolani community college;
- (12) Kauai community college;
- (13) Maui college;
- (14) Hawaii green business program;
- (15) Hawaii ecotourism association
- (16) Hawaii transportation association
- (17) Activities and attractions association of Hawaii, Inc.

It is for these reasons that the HTA **supports** Senate Bill 364 SD1. We appreciate this opportunity to provide testimony.

**SB-364-SD-1**

Submitted on: 2/20/2019 4:44:13 PM

Testimony for WAM on 2/25/2019 11:00:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Lois Crozer	Individual	Support	No

Comments:

**SB-364-SD-1**

Submitted on: 2/22/2019 6:40:22 AM

Testimony for WAM on 2/25/2019 11:00:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Dylan P. Armstrong	Individual	Support	No

Comments:

**SB-364-SD-1**

Submitted on: 2/22/2019 10:25:24 AM

Testimony for WAM on 2/25/2019 11:00:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Chris Barzman	Individual	Support	No

Comments:

Strongly support the development of a task force to explore this issue. Should have a more aggressive timeline for reporting though. Ideally the report is complete prior to next legislative session so an appropriate bill can be passed if determined it is needed.

**SB-364-SD-1**

Submitted on: 2/24/2019 10:39:30 AM

Testimony for WAM on 2/25/2019 11:00:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
peter quigley	Testifying for UH	Comments	Yes

Comments:

The University of Hawaii stands on its previous testimony submitted on this Bill stating that while there is interest and sympathy for the intent, there are too many unanswered questions around the impact of the Bill's passage on the University. We support the task force suggestion that emerged out of the last hearing of the Bill.



**LATE**

**Department of Land and Natural Resources  
Aha Moku Advisory Committee  
State of Hawaii  
Post Office Box 621  
Honolulu, Hawaii 96809**

Testimony of  
Aha Moku Advisory Committee

Before the Senate Committees on  
Ways and Means  
Commerce, Consumer Protection, and Health

Monday, February 25, 2019  
11:00 a.m.  
State Capitol, Conference Room 211

In **SUPPORT** of Senate Bill 364 SD 1  
**Relating to Tourism**

Aloha Chairs Dela Cruz and Baker, Vice Chairs Keith-Agaran and Chang, and members of the Committees on Ways and Means and Commerce, Consumer Protection and Health:

The Hawaii State Aha Moku (Aha Moku) **Supports** Senate Bill 364 SD1, which establishes a task force to determine whether it is appropriate to require persons who use state resources for commercial purposes or who apply for commercial use permits to hold and maintain certification or meet minimum requirements. **The Aha Moku would also submit amendments for consideration.**

We recommend striking lines 11-21 on page 3 and lines 1-8 on page 4 and replace the task force members with the following:

1. Hawaii Tourism Authority, who shall serve as co-chair;
2. State Sustainability Coordinator, who shall serve as co-chair;
3. Department of Business, economic development and tourism;
4. Public utilities commission,
5. State parks administrator;
6. Na Ala Hele trails and Access program manager;
7. Division of boating and recreation administrator;
8. Aha Moku Advisory Council, or its designee;
9. University of Hawaii at Hilo;
10. Hawaii Community College;
11. Kapiolani Community College;
12. Kauai community college;
13. Maui College;
14. Hawaii green business program;
15. Hawaii ecotourism association;
16. Hawaii transportation association;
17. Activities and attractions association of Hawaii, Inc.



One of the most important components of this measure, besides the safety, access and common etiquette education and outreach is the opportunity to educate visitors, tourists and kamaaina who visit these public areas on the accurate and generational unique cultural usage and history of the area or ahupua'a on which each area is located.

Aha Moku believes that requiring sustainable practices and professional tour guide certifications from persons in the tourism industry will advance this goal, in addition to enhancing everyone's experiences in each specific place. We strongly agree with the Legislature as it is stated in SB 364, SD 1 of this measure in Section 1. - "the tourism industry has a prominent role to play in protecting the State's natural resources, perpetuating Hawaii's history, and preserving a high quality of life for Hawaii's residents by switching the focus of the State's tourism industry from marketing Hawaii to helping to manage Hawaii's resources."

Aha Moku has developed an administrative structure that identifies and works with the individual ahupua'a within the State of Hawaii that follows our mandates as instructed by the Hawaii State Legislature. We are capable of bringing the traditional and generational knowledge of the families of each ahupua'a forward and believe that it is essential to include this specific knowledge of each place that tourism impacts. We believe that a task force that is being created through this measure will come up with a process that will benefit all.

The Aha Moku supports Senate Bill 364 SD 1, and we ask that this measure be adopted as amended. Mahalo for the opportunity to give input on this important measure.

Respectfully yours,

Rocky Kaluhiwa, Po'o, Moku O Kakuhihewa  
Aha Moku Advisory Committee, Acting Chair  
Phone: 808-286-7955  
Email: [rockykaluhiwa1122@gmail.com](mailto:rockykaluhiwa1122@gmail.com)