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# A BILL FOR AN ACT

RELATING TO TOURISM.

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

1           SECTION 1. The legislature finds that tourism is the  
2 largest private sector industry in the State and that Hawaii is  
3 known globally for stunning natural beauty, unique culture, and  
4 the spirit of aloha. A successful tourism industry in Hawaii  
5 depends on the health of natural and cultural resources,  
6 communities, economy, and relationships with visitors.

7           The legislature further finds that the tourism industry has  
8 a prominent role to play in protecting the State's natural  
9 resources, perpetuating Hawaii's history, and preserving a high  
10 quality of life for Hawaii's residents, by switching the focus  
11 of the State's tourism industry from marketing Hawaii to helping  
12 to manage Hawaii's resources. The legislature additionally  
13 finds that requiring sustainable practices and professional tour  
14 guide certification from persons in the tourism industry may  
15 advance this goal, in addition to enhancing visitor experiences  
16 and protecting Hawaii's brand.



1           The purpose of this Act is to convene a professional tour  
2 guide certification task force to develop plans and a schedule  
3 to implement professional tour guide certification programs.

4           SECTION 2. (a) The professional tour guide certification  
5 task force is established within the department of business,  
6 economic development, and tourism for administrative purposes.

7           (b) The task force shall:

8           (1) Examine whether it is appropriate to require persons  
9 who use various state resources for commercial  
10 purposes or apply for various commercial use permits  
11 to hold and maintain certification or meet certain  
12 minimum requirements to ensure that these persons  
13 understand the principles of sustainable tourism and  
14 implement those principles into their commercial  
15 endeavors; provided that the types of state resources  
16 and commercial use permits that may be considered  
17 include but are not limited to the Na Ala Hele trail  
18 system, state parks, small boat harbors, ocean  
19 recreation management areas, instructor/operator  
20 permits, and common carrier certificates and contract



1 carrier permits covering the transportation of  
2 passengers;

3 (2) If the task force determines that it is appropriate to  
4 require the persons described in paragraph (1) to hold  
5 and maintain certification or meet certain minimum  
6 requirements, recommend existing certificates or  
7 certification programs that may be appropriate; and

8 (3) Make recommendations and plans regarding any necessary  
9 certifications and certification renewals.

10 (c) The task force shall consist of the following members,  
11 or their designated representatives:

12 (1) The chairperson of the board of directors of the  
13 Hawaii tourism authority, who shall serve as co-chair;

14 (2) The state sustainability coordinator, who shall serve  
15 as co-chair;

16 (3) The director of business, economic development and  
17 tourism;

18 (4) The chairperson of the public utilities commission;

19 (5) The administrator of the division of state parks of  
20 the department of land and natural resources;



- 1           (6) The program manager of the na ala hele trail and
  - 2           access program;
  - 3           (7) The administrator of the division of boating and ocean
  - 4           recreation of the department of land and natural
  - 5           resources;
  - 6           (8) The committee chairperson of the aha moku advisory
  - 7           committee
  - 8           (9) The chancellor of the University of Hawaii at Hilo;
  - 9           (10) The chancellor of Hawaii community college;
  - 10          (11) The chancellor of Kapiolani community college;
  - 11          (12) The chancellor of Kauai community college;
  - 12          (13) The chancellor of the University of Hawaii Maui
  - 13          college; and
  - 14          (14) The program manager of the Hawaii green business
  - 15          program;
- 16 provided that the Hawaii Ecotourism Association, Hawaii
- 17 Transportation Association, and Activities and Attractions
- 18 Association of Hawaii, Inc., shall be requested to designate
- 19 representatives of those organizations to serve as members on
- 20 the task force.



1 Task force members may recommend additional members with  
2 appropriate specialized expertise to join the task force,  
3 subject to approval by the co-chairs.

4 (e) The task force shall submit a preliminary report,  
5 including an update on the task force's progress and any  
6 anticipated needs for completion, to the legislature no later  
7 than November 30, 2019.

8 (f) The task force shall submit a final report of its  
9 findings and recommendations, including any proposed  
10 legislation, to the legislature no later than twenty days prior  
11 to the convening of the regular session of 2020.

12 SECTION 3. There is appropriated out of the general  
13 revenues of the State of Hawaii the sum of \$ or so  
14 much thereof as may be necessary for fiscal year 2019-2020 for  
15 the professional tour guide certification task force to examine  
16 the necessity of professional tour guide certification and, if  
17 applicable, make corresponding plans pursuant to section 2 of  
18 this Act.

19 The sum appropriated shall be expended by the department of  
20 business, economic development, and tourism for the purposes of  
21 this Act.



1 SECTION 4. This Act shall take effect on July 1, 2019.



**Report Title:**

Tourism; Tour Guides; Department of Land and Natural Resources;  
Commercial Use Permits; State Parks; Na Ala Hele Trails;  
Commercial Instructor and Operator Permits; Sustainable Tourism;  
Appropriation

**Description:**

Establishes 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 certain minimum requirements, recommend existing certificates or certification programs that may be appropriate, and make recommendations and plans regarding any necessary certifications and certification renewals. (SD2)

*The summary description of legislation appearing on this page is for informational purposes only and is not legislation or evidence of legislative intent.*

