

JAN 19 2024

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# A BILL FOR AN ACT

RELATING TO REGENERATIVE TOURISM.

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

1           SECTION 1. Section 226-8, Hawaii Revised Statutes, is  
2 amended by amending subsection (b) to read as follows:

3           "(b) To achieve the visitor industry objective, it shall  
4 be the policy of this State to:

5           (1) Support and assist in the promotion of Hawaii's  
6 visitor attractions and facilities[-] i

7           (2) Ensure that visitor industry activities are in keeping  
8 with the social, economic, and physical needs and  
9 aspirations of Hawaii's people[-] i

10          (3) Improve the quality of existing visitor destination  
11 areas by utilizing Hawaii's strengths in science and  
12 technology[-] i

13          (4) Encourage cooperation and coordination between the  
14 government and private sectors in developing and  
15 maintaining well-designed, adequately serviced visitor  
16 industry and related developments [~~which~~] that are



- 1 sensitive to neighboring communities and  
2 activities[-];
- 3 (5) Develop the industry in a manner that will continue to  
4 provide new job opportunities and steady employment  
5 for Hawaii's people[-], commit to building their  
6 capacity, and offer career opportunities to ultimately  
7 increase the percentage of Hawaii's people who hold  
8 management and leadership positions in the visitor  
9 industry;
- 10 (6) Provide opportunities for Hawaii's people to obtain  
11 job training and education that will allow for upward  
12 mobility within the visitor industry[-];
- 13 (7) Foster a recognition of the contribution of the  
14 visitor industry to Hawaii's economy and the need to  
15 perpetuate the aloha spirit[-];
- 16 (8) Foster an understanding by visitors of the aloha  
17 spirit and of the unique and sensitive character of  
18 Hawaii's cultures and values[-];
- 19 (9) Form community partnerships to ensure Native Hawaiian  
20 cultural integrity by:



- 1           (A) Supporting Hawaii's people and communities and  
2           their efforts to care for the land and protect  
3           the cultural and natural resources of the land,  
4           oceans, streams, and skies;
- 5           (B) Strengthening the relationships between the place  
6           and people for Hawaii's people and visitors  
7           alike;
- 8           (C) Engaging in collaborative efforts that provide  
9           visitors with genuine and meaningful experiences  
10           in Hawaii;
- 11           (D) Ensuring that kapu (prohibited) and  
12           environmentally sensitive contexts are protected  
13           from visitor traffic;
- 14           (E) Positioning local business owners and  
15           entrepreneurs in the economic value chain to  
16           ensure more meaningful visitor and resident  
17           engagement as well as economic benefit to local  
18           communities; and
- 19           (F) Acknowledging and, where appropriate, protecting  
20           Native Hawaiian cultural intellectual property,



- 1                   traditional knowledge, and traditional cultural  
2                   expressions that contribute to Hawaii's economy;
- 3       (10) Apply innovative financial policies as well as data  
4                   collection and analysis to incentivize and facilitate  
5                   a shift to a regenerative visitor industry that has a  
6                   smaller ecological footprint by implementing policies  
7                   such as decreasing the impacts on beaches, reefs, and  
8                   ocean life, and that aims to sustain and improve the  
9                   quality of life for Hawaii's people by implementing  
10                  policies such as decreasing the impacts of vacation  
11                  accommodation rentals, bed and breakfast operations,  
12                  and rental cars;
- 13       (11) Target markets that have a high probability of  
14                  alignment with the goal of cultivating a regenerative  
15                  visitor industry;
- 16       (12) Actively support and encourage other economic sectors  
17                  and clusters to reduce the State's dependence on  
18                  tourism to support Hawaii's overall economic  
19                  prosperity;
- 20       (13) Minimize negative economic, environmental, and social  
21                  impacts to the State;



- 1       (14) Generate greater economic benefits for Hawaii's  
2           people, enhance the well-being of Hawaii's indigenous  
3           communities, and improve the working conditions and  
4           access to the visitor industry;
- 5       (15) Involve Hawaii's people in decisions that affect their  
6           lives and life changes;
- 7       (16) Make positive contributions to the conservation of  
8           natural and cultural heritage for the maintenance of  
9           Hawaii's diversity;
- 10       (17) Provide more enjoyable experiences and a greater  
11           understanding of local cultural, social, and  
12           environmental issues for visitors through more  
13           meaningful connections with Hawaii's people; and
- 14       (18) Provide equitable access for individuals with  
15           disabilities and sociologically disadvantaged people  
16           that is culturally sensitive, engenders respect  
17           between visitors and Hawaii's people, and builds pride  
18           and confidence in Hawaii."

19       SECTION 2. (a) Pursuant to section 226-55, Hawaii Revised  
20 Statutes, the Hawaii tourism authority, in coordination with the  
21 office of planning and sustainable development, shall prepare



1 and periodically update the tourism functional plan to include  
2 updated tourism economic goals, the Hawaii tourism authority's  
3 strategic plan, and the Hawaii 2050 sustainability plan.

4 (b) The governor shall submit an update to the state  
5 tourism functional plan pursuant to section 226-56, Hawaii  
6 Revised Statutes, including any proposed legislation, to the  
7 legislature no later than twenty days prior to the convening of  
8 the regular session of 2025.

9 SECTION 3. Statutory material to be repealed is bracketed  
10 and stricken. New statutory material is underscored.

11 SECTION 4. This Act shall take effect upon its approval.

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INTRODUCED BY: \_\_\_\_\_

A large, bold, handwritten signature in black ink is written over a horizontal line. The signature is stylized and appears to be the initials 'JBJ'.

# S.B. NO. 2659

**Report Title:**

Hawaii Tourism Authority; Office of Planning and Sustainability;  
Objectives and Policies; Visitor Industry; State Tourism  
Functional Plan

**Description:**

Incorporates a regenerative framework into the State Planning Act by expanding objectives and policies for the visitor industry. Requires an update to the State Tourism Functional Plan to be submitted to the Legislature no later than twenty days prior to the convening of the Regular Session of 2025.

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

