
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 social
2 carrying capacity refers to the maximum number of tourists that
3 can be present at a destination without significantly
4 undermining local residents' quality of life and tourists'
5 enjoyment of the destination. According to the United Nations
6 World Tourism Organization, when the number of tourists at a
7 destination exceeds this tourism social carrying capacity, the
8 phenomenon called "overtourism" occurs.

9 The legislature further finds that tourism social carrying
10 capacity includes both the carrying capacity as perceived by
11 residents and carrying capacity as perceived by visitors. The
12 former is important because it directly affects residents'
13 quality of life. The latter is important because it directly
14 affects visitors' satisfaction with their visits, which, in
15 turn, affects the likelihood of the visitors returning to the
16 destination and recommending the destination to others. The
17 tourism spending that results from these return visits and



1 recommendations, in turn, affects the economic viability of the
2 destination's visitor industry. Often, only one of these two
3 dimensions is studied, but to fully understand the tourism
4 social carrying capacity for a given destination, both items
5 should be studied simultaneously.

6 The legislature further finds that policymakers and tourism
7 managers at popular destinations around the world increasingly
8 are seeking estimates of tourism social carrying capacity to
9 allow action to be taken to control visitation before
10 overtourism occurs. Here in Hawaii, the school of travel
11 industry management at the university of Hawaii at Manoa has
12 proposed to conduct a study to provide policymakers and
13 destination managers with estimates of the tourism social
14 carrying capacity for each of the islands of Oahu, Maui, Hawaii,
15 and Kauai.

16 Accordingly, the purpose of this Act is to require the
17 university of Hawaii school of travel industry management to
18 conduct a study that establishes estimates of the tourism social
19 carrying capacities for each of the islands of Oahu, Maui,
20 Hawaii, and Kauai, considering the perspective of both residents
21 and visitors.



1 SECTION 2. (a) The school of travel industry management
2 of the university of Hawaii shall conduct a tourism social
3 carrying capacity study, which shall research and establish
4 estimates of the tourism social carrying capacity for each of
5 the islands of Oahu, Maui, Hawaii, and Kauai.

6 (b) In conducting the study, the school of travel industry
7 management shall:

- 8 (1) Consider the tourism social carrying capacity as
9 perceived by both Hawaii residents and visitors;
- 10 (2) Consult with the department of health to assess how
11 each island's health system affects tourism social
12 carrying capacity, taking into consideration the
13 availability of hospital beds, medical supplies, and
14 health personnel on each island; and
- 15 (3) Consult with the department of land and natural
16 resources to assess the tourism social carrying
17 capacity of state parks and hiking trails on each
18 island.

19 (c) The school of travel industry management may consult
20 with any other relevant agency, stakeholder, or other entity
21 that the school deems relevant for purposes of the study.



H.B. NO. 1233

Report Title:

UH; TIM; Carrying Capacity; Study; DOH; DLNR

Description:

Requires the School of Travel Industry Management of the University of Hawaii to conduct a study that assesses the tourism social carrying capacity for each of the islands of Oahu, Maui, Hawaii, and Kauai. Requires the School of Travel Industry Management to consult with the Department of Health and Department of Land and Natural Resources. Appropriates moneys.

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