

E. Sustainable Tourism

Work Session I: Preferred Futures & Policy Strategies:

- well-diversified tourism that is resilient to market, demographic, cultural and economic etc. shifts
 - High quality market research and strategic playing
- A tourism industry that is well integrated with the community and the community is deeply involved in decision-making
 - Structured community decision making
- Tourism in Hawaii that respects and builds on the culture and the land and the spirit of Hawaii
 - Involve the Hawaiian community as much as possible in plans.
- Tourism that provides economic well being and high quality of life with resident.
 - Bring high-spending visitors to the state
- I would like to see that every island has not only one tourism center (i.e. Waikiki in Oahu) but some more. However, this new center should be contained in a limited area of development.
 - Allowing new resort or small hotel development in new area with height constraint, etc.
- Food and energy self-sufficiency as visitor attractions. Doc Berry
- A state limit on the number of visitors we will accept and support, forcing us to diversify our economy.
- A renewable tourist industry that continues to be a major economic engine that respects our natural resources.
- Create a paradigm shift from selling sun and surf to selling a protected beauty of this "place" and its culture
 - Emphasis in promoting this culture and de-emphasizing real estate.
 - Informational data base that tracks tourism impact on our Eco-system
 - Resource philizations, pollution, etc.
- I would like to see the tourism industry develop programs to inform tourists about
 - a) the fragility of Hawaii's environment (e.g. endangered and threatened species which in some cases exist no where else in the world)

- b) the natural hazards that exist in our state and that they will encounter for example on state trails.
- A portion of the Hotel Room Tax should be set aside to maintain the Na Ala Hele Trails
 - Need an analysis of the carrying capacity of the island
 - An industry which shares agreement with the community on a clearly stated set of values that both differentiates Hawaii's tourism product and also helps preserve the natural and cultural assets most prized by residents.
 - HTA sponsorship of ongoing industry/community review of goals and related indirectors.
 - Hawaii is a model of sustainability
 - Continually preserving a quality of life for its future generations
 - Conserving precious environmental resources and culture
 - Supporting a visitor industry that does not compromise the quality of life of residents or environmental assets.
 - Education of workforce to support high end tourism
 - Tourism concept expanded to build and preserve uniqueness
 - educational tourism
 - cultural tourism
 - Adequate infrastructure investments to mitigate damages
 - Water
 - Sewer
 - Solid waste
 - Energy
 - Other:
 - Preservation of pristine locations
 - Appropriate land-use regulation
 - Hawaii will have very different and varied visitor industry. The mainstream resort-type of tourism or traditional tourism, and alternative tourism, which would be more sustainable. It would include visitors coming for Elderhosted-type vacations or educational tourism; volunteer vacations which would help restore the natural

resources as ecotourism, experiences with people of the host culture and ethnic groups of Hawaii or cultural tourism. People will have choices of places to stay from resorts to bed and breakfasts and home stays.

- a permitting system for trails and natural areas in order to keep the number of visitors below 15 at a time.
- the City and County of Honolulu needs to change rules and regulations to allow bed and breakfasts and small inns.
- funding must be found to control and eliminate invasive species.
- Increased energy efficiency--fast track "green" architectural structures
- Public/tourist education
 - on variety of experiences--older, female
 - in sustainable tourism policy issues clarification
 - 1) Local education/information on complexity dilemmas in sustainable tourism
 - 2) TAT money into enforcement develop additional source of * money for sustainable natural resources, product protection and improvement.
 - * Economy at UH "what is optimal size of TAT"
- Web site for policy issues clarification
 - Web sites:
 - World Tourism Organization: www.world-tourism.org
 - Business Enterprises for Sustainable Tourism: www.sustainabletravel.org
- Identify 6 funding mechanism TAT to improve/protect the product (resources, infrastructure), not just promotion alone.