



TESTIMONY OF DANIEL NĀHO'OPI'I
INTERIM PRESIDENT & CEO, HAWAII TOURISM AUTHORITY
BEFORE THE HOUSE COMMITTEE ON TOURISM
Tuesday, January 30, 2024 10:00 a.m.
In consideration of
HB 1816
RELATING TO TOUR GUIDES

Aloha Chair Quinlan, Vice Chair Hussey-Burdick, and Members of the Committee,

The Hawai'i Tourism Authority (HTA) offers the following comments in support of the intent of this measure, which establishes the Tour Guide Licensing Program within the Department of Commerce and Consumer Affairs and requires tour guides to complete the Professional Standards Tour Certification program by the University of Hawai'i or another program approved by the Director.

Tour guides are a significant source of information for many visitors, so it is important that visitors have some assurance that the information and guidance can be trusted. A desire for tour guide certification was articulated in each of HTA's island-based, community-led Destination Management Action Plans.

As part of HTA's Destination Stewardship work, Kilohana is developing a curriculum on our behalf for an online tour guide certification training program that will include but not be limited to Hawaiian culture, Hawai'i's history, customer service, and safety issues.

HTA's participation on the advisory committee described in §__-4(6) would bring value to the process and allow us to coordinate more closely with our colleagues at the Department of Commerce & Consumer Affairs on the communication with the visitor industry and visitors on the implementation of this measure. We stand ready to do so, and request being named to that advisory committee in this measure.

We respectfully defer to our colleagues at DCCA on other matters of implementation.

Mahalo for the opportunity to offer our support for the intent of this measure.