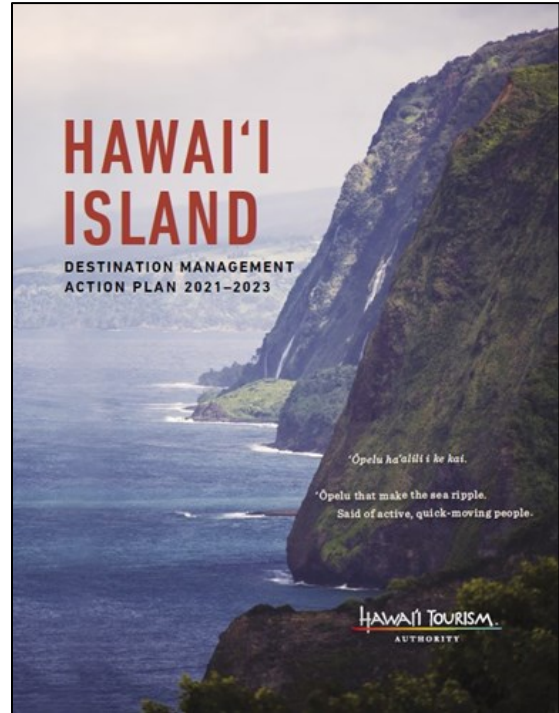


Summer 2021 Progress Report – Hawai'i Island Destination Management Plan





The Hawai'i Island Destination Management Action Plan (DMAP) was approved by the Hawai'i Tourism Authority's (HTA) board of directors in February 2021. It was released to the public on HTA's website on April 1, 2021.

This report provides an update on the progress toward fulfilling Hawai'i Island's DMAP as of July 30, 2021, specifically the actions identified for Phase 1 (calendar year 2021) implementation. There are 45 sub-actions in Phase 1 of which 33 (73%) are in progress.

Mahalo to the County of Hawai'i's Department of Research & Development and the Island of Hawai'i Visitors Bureau for their support and partnership in moving the Hawai'i Island DMAP actions forward. HTA also acknowledges the other state, county and federal agencies, nonprofit organizations, and the visitor industry which have been integral to advancing the DMAP efforts.







Legend

Symbol	Definition
	Not Started – Action has not begun.
	Delayed – Action was initially targeted for the identified phase, but then deferred to a later phase.
	In Progress – Action is being worked on.
	Completed – Action is finished being implemented.








Summer 2021 Progress Report – Hawai'i Island DMAP (continued)

Action A. Protect and preserve culturally significant places and hotspots.

Progress	Sub-Action No.	Sub-Action
	A.1	Develop and support opportunities to mālama and steward the places and culture of Hawai'i Island for both residents and visitors, including using Native Hawaiian practices of resource and cultural stewardship. <ul style="list-style-type: none">HTA is supporting this action through Request for Proposals (RFPs) from its Kūkulu Ola Program via the Hawai'i Community Foundation to be issued in Fall 2021 for projects in calendar year 2022.The County of Hawai'i is also supporting this through its Department of Research & Development Innovation Grant RFP for FY 2021-2022. Awards were recently made in August 2021.Conservation International is also moving this action through its outreach and education to the public (www.conservation.org/places/hawaii#).
	A.2	Emphasize local area cultural history and expertise to further expand Hawaiian cultural values, knowledge, and language with an emphasis on connection to place. <ul style="list-style-type: none">HTA is supporting this action through its Kūkulu Ola Program RFP.The County also supported this through its Innovation Grant RFP. Awards were recently made in August 2021.Hawai'i Volcanoes National Park is restoring the original Hawaiian place names to its park maps, apps and signs (www.nps.gov/havo/learn/historyculture/place-names.htm).
	A.3	Increase opportunities for community-led initiatives that steward and manage these resources, including closure of areas and managing traffic. <ul style="list-style-type: none">HTA is supporting this action through an RFP from its Aloha 'Āina Program via the Hawai'i Community Foundation to be issued in Fall 2021 for projects in calendar year 2022.The County also supported this through its Innovation Grant RFP. Awards were recently made in August 2021.
	A.4	Work with the different stakeholders to communicate areas that need to be protected with the visitor industry and visitors. <ul style="list-style-type: none">HTA and the Island of Hawai'i Visitors Bureau (IHVB) have been addressing this through the DMAP hotspot initiatives, i.e. Pololū Valley Stewardship Pilot Program as well as the upcoming Waipi'o Valley community convening and discussions with Department of Hawaiian Home Lands regarding Papakōlea (Green Sand Beach).

Summer 2021 Progress Report – Hawai'i Island DMAP (continued)

Action B. Develop resources and educational programs to perpetuate authentic Hawaiian culture and 'Ōlelo Hawai'i.

Progress	Sub-Action No.	Sub-Action
	B.1	Identify and assess proper providers and learning tools. <ul style="list-style-type: none"> Through HTA support, the Native Hawaiian Hospitality Association (NaHHA) is compiling an online directory which is anticipated to be released in Fall 2021.
	B.2	Support Hawaiian cultural educational and training programs – including 'Ōlelo Hawai'i (Hawaiian language) for the employees in the visitor industry (e.g. hotels, tour guides). <ul style="list-style-type: none"> Through HTA support, NaHHA held a number of online trainings this year (www.nahha.com/training), in addition to its virtual Ka Huina conference which received good attendance (www.nahha.com/kahuina).
	B.3	Develop a recognition program for businesses who complete the Native Hawaiian Hospitality Association (NaHHA) programs (e.g. placards/certification).
	B.4	Actively promote HTA's Ma'ema'e Toolkit to the visitor industry and business communities. <ul style="list-style-type: none"> HTA promoted this on its social media pages in Q1 2021.
	B.5	Increase support and opportunities for cultural practitioners and community members to interact. Educate the visitor industry and individual companies about place-based practices to become more place-based. <ul style="list-style-type: none"> NaHHA will continue to move this action forward through HTA funding in fiscal year 2022.
	B.6	Support a Tour Guide Certification Program. <ul style="list-style-type: none"> HTA is conducting a study with the University of Hawai'i, School of Travel Industry Management for best practices of tour guide certification programs. The County is also supporting this with funding through a pilot program in fiscal year 2022.
	B.7	Continue support of programs and projects that perpetuate the Hawaiian culture with the community and visitors, such as HTA's Kūkulu Ola program. <ul style="list-style-type: none"> HTA is supporting this through its Kūkulu Ola Program and Community Enrichment Program via IHVB.
	B.8	Encourage the integration of 'Ōlelo Hawai'i (Hawaiian language) into workforce and adult training programs. <ul style="list-style-type: none"> NaHHA will continue to move this action forward through HTA funding in fiscal year 2022. The Hawai'i Island Hotel and Lodging Association also supports this action.

Summer 2021 Progress Report – Hawai'i Island DMAP (continued)

Action C. *Support and promote 'āina-based education and practices to protect and preserve our natural resources so that residents and visitors will aloha 'āina.*



Progress	Sub-Action No.	Sub-Action
	C.1	<p>Identify, support, and partner with existing and new 'āina-based groups that are protecting and stewarding wahi pana (legendary/celebrated places or landmarks), cultural practices, and people.</p> <ul style="list-style-type: none"> HTA is supporting this through its Aloha 'Āina program. The County's Innovation Grant RFP also addressed this action. Awards were recently made in August 2021.
	C.2	<p>Create opportunities for community members to share in an ongoing way about the impact of tourism as well as the wahi pana, historically significant sites, and sacred sites that need to be protected.</p> <ul style="list-style-type: none"> HTA is supporting this through its Aloha 'Āina program. The County also supported it through its Research & Development (R&D) department's Innovation Grant RFP. Awards were recently made in August 2021.
	C.3	<p>Pilot a certification program, in collaboration with community leadership and the university system, for workers tied to natural resources, cultural resources, and stewardship. Identify and review existing 'āina-based curricula, and create new curricula when necessary, that emphasizes Native Hawaiian knowledge, culture, place, and pono practices-based management. Develop curriculum that is led by efforts from that area and connects firmly to place-based management and stewardship.</p> <ul style="list-style-type: none"> The County is funding a pilot certification program in fiscal year 2022 specifically targeted at tour operators.
	C.4	<p>Support interested 'āina-based groups to serve as interpretive educators, trainers, and/or cultural ambassadors to share cultural knowledge with the guest and visitor industry, tour operators, and other business owners.</p> <ul style="list-style-type: none"> HTA is supporting this through its Aloha 'Āina program. Efforts are also being made by other organizations such as Vibrant Hawai'i (via voluntourism - Mālama Hawai'i initiative) and HI Farm Trails.
	C.5	<p>Support enhanced interpretation and education on Maunakea, including partnership with the Hawaiian community and residents.</p>
	C.6	<p>Work with the different stakeholders to communicate areas that need to be protected in collaboration with the visitor industry and visitors.</p> <ul style="list-style-type: none"> IHVB is coordinating future meetings.

Summer 2021 Progress Report – Hawai'i Island DMAP (continued)




Action D. *Connect with community networks and partner with community-based organizations to collaboratively identify sites, set carrying capacities, and implement stewardship plans to protect and preserve our natural resources.*

Progress	Sub-Action No.	Sub-Action
	D.1	<p>Build capacity in communities to support increased opportunities for community-led stewardship actions and initiatives to manage resources, such as closing areas or limiting access (visitor and potentially resident) during certain times of the year.</p> <ul style="list-style-type: none"> The County supported this through its Innovation Grant RFP. Awards were recently made in August 2021. Efforts are also being done by the County and IHVB in Waipi'o Valley, and HTA is providing funding to support their efforts.
	D.2	<p>Implement regenerative management strategies, like those found in the kapu system, Hā'ena on Kaua'i, East Maui, and Hanauma Bay on O'ahu. Provide clear opportunities and processes for local communities to participate in visitor access and resource and congestion management in their communities.</p> <ul style="list-style-type: none"> The County issued an RFP for Stewardship Grants. The application period is open through August 31, 2021. HTA is supporting this through its Aloha 'Āina program.
	D.3	<p>Support and advocate for stewardship efforts of coastal waters and beaches that incorporate and emphasize a mauka to makai collaborative approach given broader environmental implications.</p> <ul style="list-style-type: none"> HTA is supporting this through its Aloha 'Āina program.
	D.4	<p>Work with communities in each place to identify the carrying capacity (how many people a place can accommodate without having adverse effects and impacts on the biological resources of that place) of sites and develop a process for ongoing stewardship that is community-led. Explore the creation of pilot projects to find the balance at certain sites.</p> <ul style="list-style-type: none"> The County supported this through its Innovation Grant RFP. Awards were recently made in August 2021. Data is also being collected through HTA/KUPU/DLNR's Pololū Stewardship Pilot program (August 2021-January 2022).
	D.5	<p>Support opportunities that tie in Native Hawaiian practices of resource and cultural stewardship.</p> <ul style="list-style-type: none"> The County issued an RFP for Stewardship Grants. The application period is open through August 31, 2021. HTA is supporting this through its Aloha 'Āina program.
	D.6	<p>Explore policies and regulations that aid in the implementation of stewardship plans and enforcement of critical need areas.</p> <ul style="list-style-type: none"> The County is working on proposing a pilot program.

Summer 2021 Progress Report – Hawai'i Island DMAP (continued)





	D.7	Explore implementation of geo-fencing technology to aid management of sites.
		<ul style="list-style-type: none"> This may be feasible with UM (formerly UberMedia), the goHawaii app and DLNR. HVCB will possibly use beacons tied to the goHawaii app.
	D.8	Find ways to support communities who do not know how to deal with “rogue” visitors.
		<ul style="list-style-type: none"> This is being supported through IHVB efforts.

Action E. Create opportunities for ongoing dialogue, communications, and engagement between the visitor industry, government and communities to improve community-industry relations and better serve the community.

Progress	Sub-Action No.	Sub-Action
	E.1	Develop an education and awareness campaign targeted at residents using traditional and social media vehicles.
		<ul style="list-style-type: none"> HTA and IHVB will be working on developing a campaign.
	E.2	Create opportunities for visitor industry, government, and community stakeholders to connect on a regular basis for ongoing dialogue to 1) create shared understanding of the issues that our communities and the visitor industry face; 2) ensure that the visitor industry is supporting a sustainable and healthy Hawai'i Island; and 3) inform about tourism's contributions to the community.
		<ul style="list-style-type: none"> HTA and IHVB will be working on this. HTA is creating a new position, Public Affairs Officer.
	E.3	Increase and maintain regular opportunities to collaborate with HTA on its outreach efforts in the community to ensure a more robust and coordinated effort. This includes informing the industry and community about HTA's mission and its resources, and sharing the destination's marketing efforts and activities to orient businesses and communities about HTA, IHVB and the Global Marketing Team's initiatives.
		<ul style="list-style-type: none"> HTA is working on this, and is creating a new position for a Public Affairs Officer. HTA is also looking at holding a Tourism Update in early Fall 2021.

Summer 2021 Progress Report – Hawai'i Island DMAP (continued)

Action F. *Implement a comprehensive communications and education plan that facilitates positive community-visitor relations and pono practices, including the Pono Pledge.*

Progress	Sub-Action No.	Sub-Action
	F.1	<p>Increase messaging efforts to uplift and improve access to the Pono Pledge, and shift visitor and resident mindsets as they travel around Hawai'i Island.</p> <ul style="list-style-type: none"> IHVB created a Pono Pledge video (https://vimeo.com/574616968). Pono Pledge signups have increased significantly and organically.
	F.2	<p>Provide visitors with easy access to messaging, including increasing information pathways and educational materials, related to protecting culture and sense of place (i.e. in-flight videos on in-bound flights in multiple languages; rental cars; radio station public service announcements; podcasts; required place-based visitor orientation, etc.).</p>
	F.3	<p>Continue to encourage and work with visitor industry stakeholders and businesses to integrate the Pono Pledge into their practices, such as business booking reservations, QR codes, phone apps, and monitors at the baggage claim.</p>
	F.4	<p>Collaborate with all segments of the visitor industry and community-based organizations for stewardship opportunities for visitors to leave Hawai'i Island a better place.</p> <ul style="list-style-type: none"> This is currently being done with HVCB/IHVB's Mālama Hawai'i campaign/voluntourism program (www.gohawaii.com/malama).

Action G. *Promote agritourism, and partner with Hawai'i Island's agriculture industry to support local food security.*

Progress	Sub-Action No.	Sub-Action
	G.1	<p>Create, support, and promote agritourism initiatives to connect local producers with visitors; provide visitors an active experience with nature and agriculture; and support legal vacation rentals in rural areas (e.g. farm stays) to alleviate the need for illegal vacation rentals in rural areas.</p> <ul style="list-style-type: none"> HTA partnered with GoFarm Hawai'i to update the AgriBusiness Guidebook: Starting an Agri-Tourism Operation (www.hawaiiitourismauthority.org/media/6899/agritourism-agribusiness-guidebook-3921.pdf). HTA issued a call to action for farms to be listed on the Hawai'i Farm Trails App via social media and also issued an announcement in March 2021. HTA supported the Hawai'i Farm Trails App launch on April 22, 2021. HTA partnered with GoFarm Hawai'i for capacity building/networking agritourism tours held on May 22, 2021.

Summer 2021 Progress Report – Hawai'i Island DMAP (continued)

- HTA met with the State Department of Agriculture (DOA) in April and June 2021. HTA is looking at promoting Hawai'i agricultural products via social media with DOA and HVCB/goHawaii.
- HTA is funding another round of capacity building/networking agritourism tours through GoFarm Hawai'i in Fall 2021.
- This action will also be supported through HTA's Community Enrichment Program.



G.2

Encourage the visitor industry (e.g. hotels and restaurants) to buy local produce, products, and goods.

- HTA and its brand management team met with the State Department of Agriculture (DOA) in April and June.
- HTA is looking at promotion of Hawai'i agricultural products via social media with DOA and HVCB/goHawaii.



G.3

Support efforts of local producers to sell their goods online by strengthening online infrastructure, transportation of goods, marketing, and fulfillment of orders.

- The County's Food Systems Coordinator is working on an emergency food plan and coordinates the island's food security programs.

Action H. Invest in community-based programs that enhance quality of life for communities.

Progress

Sub-Action No.

Sub-Action



H.1

Support community-led and activated efforts and offer capacity building/education opportunities to strengthen Hawai'i Island's product offerings.

- This is being supported through an RFP for HTA's Community Enrichment Program. The County's R&D department is hiring a Community Well-Being Specialist.



H.2

Uplift approaches to tourism that are reflective of Hawai'i Island and its different communities.

- The County's R&D department is hiring a Community Well-Being Specialist.






H.3

Revisit measures of success and visitor industry activities so that the relationship between increased tourism and resident well-being would lead to an increase in community improvements and benefits.




- The County's R&D department is hiring a Community Well-Being Specialist and looking at developing a County Well-Being Report.

Summer 2021 Progress Report – Hawai'i Island DMAP (continued)

Action I. Advocate/create more funding sources to improve infrastructure.

Progress	Sub-Action No.	Sub-Action
	I.1	Engage in cohesive infrastructure planning to address community and industry needs, such as incorporating plans to widen bike paths in tandem with other necessary road repairs.
		<ul style="list-style-type: none"> The County's R&D department is working on this and will be reaching out and working with the County's Planning department.
	I.2	Coordinate with government entities, institutional stakeholders, and nearby private landowners.
		<ul style="list-style-type: none"> The County's R&D department is working on this and will be reaching out and working with the County's Planning department.
	I.3	Advocate for CIP projects for infrastructure related to residents and visitors.
		<ul style="list-style-type: none"> The County's R&D department is working on this and will be reaching out and working with the County's Planning department.

Action J. Improve enforcement of vacation rental regulations.

Progress	Sub-Action No.	Sub-Action
	J.1	Confirm the existing baseline of (number of) vacation rentals. Gauge the capacity for current and new rentals.
		<ul style="list-style-type: none"> HTA/IHVB will be working with the County's Planning department and Department of Public Works.
	J.2	Explore ways to improve enforcement.
		<ul style="list-style-type: none"> HTA/IHVB will be working with the County's Planning department and Department of Public Works.
	J.3	Work with the rental platforms (i.e. AirBNB, VRBO) to help with regulation.
		<ul style="list-style-type: none"> HTA/IHVB will be working with the County's Planning department and Department of Public Works.