

IEM Committee

From: Sherry Duong <sherry@mauivb.com>
Sent: Sunday, September 16, 2018 1:17 PM
To: IEM Committee
Cc: Mike White
Subject: MVB Letter to IEM Committee
Attachments: MVB Letter to IEM Committee 9-17-18.pdf

Aloha,

Please accept my testimony on agenda item “ Visitor Impacts to County Environmental and Infrastructural Resources” IEM- 38 on behalf of the Maui Visitors Bureau.

Mahalo

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September 17, 2018

Infrastructure & Environmental Management Committee Chair, Elle Cochran

RE: Proposed Resolution: Visitor Impacts to County Environmental and Infrastructural Resources

Aloha Chair Cochran and Councilmembers,

I'm Sherry Duong with the Maui Visitors Bureau. Although my schedule didn't allow me to be in attendance, I appreciate the opportunity to provide you with my comments on the proposed resolution.

We believe that this resolution is unnecessary, and have provided a document that shows similar initiatives that are already in place and being worked on within the visitor and activity industry in our county and the state at large.

Our new 10-year Maui County Tourism Industry Strategic Plan (TSP) was adopted less than a year ago, and we recently unveiled, via a press release on September 5, 2018, that the plan was moving into the implementation phase. In addition, our FY19 Maui Visitor's Bureau grant was just executed last week and that grant already has action items incorporated that were called for in the TSP.

I would respectfully ask that you give the plan's stakeholders a chance to let the implantation phase of the TSP be carried out. We are all residents in this county, and it is our intention to continue focusing on having a visitor industry that is of benefit to our residents, preserves our host culture, promotes environmental sustainability, and provides our visitors with great customer service with the aloha spirit.

The Maui Visitor's Bureau provides the Mayor's Office of Economic Development with quarterly reports on the performance of our grant, and we would be happy to forward those reports to council members any time they are requested.

Thank you for your continued support.

A handwritten signature in black ink, appearing to read 'Sherry Duong', with a long, sweeping underline.

Sherry Duong
Executive Director



The following are actionable items undergoing implementation or has already been executed.

- Maui County Tourism Industry Strategic Plan- 2017-2026. This plan was completed and released in October 2017.
- Volunteer Opportunities for visitors: Can be found on the following websites:
 - <https://preservehawaii.org/>
 - <https://www.meetingstoday.com/magazines/article-details/articleid/30984/title/the-aloha-spirit-drives-csr-activities-in-hawaii>
 - <http://travel2change.org/listing-region/maui>
- Creating speaker's bureau to listen and educate on visitor industry related topics at local events. In partnership with Maui Nui Marine Resource and the Chamber of Commerce
- Support local community events that showcases Maui made products such as the Made in Maui Festival.
- Cultural Tourism Program & hospitality training programs. Currently HTA and UH Maui have the following in place:
 - "Certificate for Customer Service in Hawaii" in place. The foundation of the program is based on the Native Hawaiian culture, as well as focused on developing practical skills that help to provide customer service experience for our community and global visitors. Currently HTA is subsidizing the cost of this program to qualified employers of the industry. See attached
 - Hawaii Ecotourism Association- The Hawaii Ecotourism Association (HEA) is a non-profit organization whose goal is to protect Hawaii's unique natural environment and host culture through the promotion of responsible travel and education programs relating to sustainable tourism aimed at the residents, businesses and visitors. Established in 1994, HEA strives to educate tour operators, visitors, and residents about the best practices that promote sustainable tourism. HEA has maintained a working relationship with HTA since **2001**, working together to develop a more sustainable tourism sector. In **2009**, HEA received funding from HTA's Natural Resource Award Program

to pilot the **Ecotourism Certification Program**, which was the beginning of a relationship with HTA to develop the HEA's Sustainable Tourism Certification Program.

- **Ambassadors of Aloha Program-** incorporating authentic cultural representation of Hawaiian culture into key events:
 - Maui Friday Town Parties
 - Travel Agents and consumer shows- having Maui Nui halau be present a high profile off island shows.

- **Environmental Workshop-** Communicating proper use of Maui County environmental issue of concerns.
 - In collaboration with HVCB a campaign launch to broadly inform visitors of the reef-safe sunscreen
 - Collateral provided on safety brochures, hiking maps, etc.
 - 2 workshops to be conducted by June 2019

- **Establish visitor-focused initiatives to elevate visitor appreciation of responsible Maui Nui travel**
 - Marketing campaigns/or video to inform visitors of illegal vacation rentals
 - Marketing campaigns /or video to inform visitors of cultural sensitivity
 - Marketing campaigns /or video to inform visitors of ocean safety
 - Marketing campaigns/or video on environment & sun screen

- **Two safety seminars conducted in 2017 for our industry partners. Specifically geared to education and forewarning by expert panel speakers to front line associates that have a direct interaction with visitors.**



CERTIFICATE FOR CUSTOMER SERVICE IN HAWAII

CERTIFICATE OVERVIEW

As we strive to provide Hawaiian hospitality, we are challenged to exceed customer expectations as “Ambassadors of Aloha.” This *Certificate for Customer Service in Hawaii* training program is designed for employees in the Hawaii visitor and service-related industries.

The foundation of the program is based on the Native Hawaiian culture, as well as focused on developing practical skills that help to provide a gratifying and memorable customer service experience for our community and global customers.

Endorsed and funded by the Hawaii Tourism Authority, UH Maui College is able to offer this training program, **FREE** to qualified employers in the Hawaii visitor and service industries *for a limited time*. This training is normally valued at \$1139 per participant.

CERTIFICATE REQUIREMENTS

A Certificate of Professional Development will be awarded to learners who successfully complete all requirements:

- Attend at least 80% of entire training program.
- Submit capstone project by the established due date.

TRAINING PATHWAY

- Introduction to the Hawaii Visitor Industry (2 hours)
- Ho’okipa Me Ke Aloha (8 hours)
- Foundations of Hawaii (8 hours)
- Communicate with Impact: Talking Story about Hawaii (4 hours)
- Know Your Island: (Island Specific)(8 hours)
- Servicing the Global Customer (6 hours)

See reverse side for registration information and training dates.



LEARNING OUTCOMES

By the end of the program, participants will be able to use the knowledge gained to:

- Describe professional standards for “Ambassadors of Aloha” and how they apply to all sectors of the visitor and service industries.
- Demonstrate professional standards when managing customer service situations.
- Respond appropriately to a diverse customer audience.
- Provide a customized visitor experience based on guest preferences and requests.
- Present interesting and factual information about Hawaii’s history, language, culture, and significant sites.
- Incorporate the service principles of “Hospitality with Aloha” in their role and career as professional “Ambassadors of Hawaii.”

Sponsored by:



Developed by:





FREE!

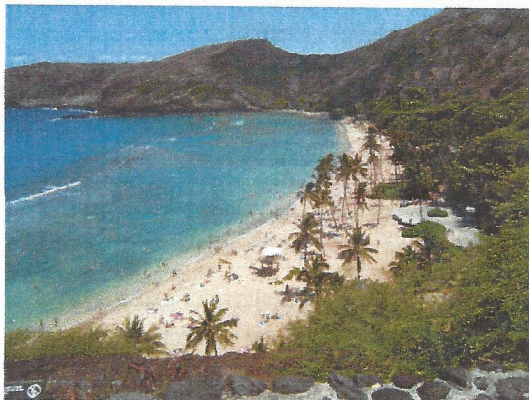
TO QUALIFIED EMPLOYERS IN HAWAII VISITOR AND SERVICE INDUSTRIES FOR A LIMITED TIME

CERTIFICATION FOR TOUR GUIDES OVERVIEW

This Certification for Hawai'i Professional Tour Guides recognizes that a professional tour guide has met the required knowledge, skills, and competencies that align with the Hawai'i Tourism Authority's (HTA) professional standards for "Ambassadors of Aloha."

TOUR GUIDE TRAINING PATHWAY

Through the generous support and funding by the HTA, UHMC is also offering the Certificate for Customer Service in Hawai'i training program **FREE** to qualified employers in the Hawai'i tour guide industry **for a limited time**. This training is normally valued at \$1534 per participant and includes the Certificate in Customer Service in Hawai'i and Tour Guide certification exam.



TOUR GUIDE EXAM OVERVIEW

To achieve the certification, qualified candidates must:

- **Part I:** Take the knowledge based multiple choice exam with a minimum 75% passing score.
- **Part II:** Design, and present a sample tour with a minimum 75% passing score. This is a live presentation with an audience.

TOUR GUIDE CERTIFICATION REQUIREMENTS

Candidates must provide verification of **one** of the following:

- Current employment as a tour driver or guide with a licensed Hawai'i tour company.
- Documented ownership of a licensed Hawai'i tour company.

REVISED: 8/9/2018

TRAINING DATES

FALL 2018

September 24 – December 10, 2018

Mon/Thur 6:00pm-8:00pm

Laulima Building, UHMC campus

Tour Guide Certification Exam

Saturday, December 15, 2018

8:00am-12:00pm

LOCATION

UH Maui College

310 W. Ka'ahumanu Avenue

Kahului, HI 96732

REGISTRATION CONTACT

Contact Office of Continuing Education & Training for Application Form

Laulima Building, Registration desk open

8:00am-4:00pm, Mon-Fri

Email: edvmaui@hawaii.edu

Questions? Call 808-984-3231 for more information and application.

APPLICATION DEADLINE: SEPTEMBER 12, 2018

WEBSITE

<https://edventuremaui.com>

UH Maui Community College is an Equal Employment Opportunity & Affirmative Action Institution