

**COUNCIL OF THE COUNTY OF MAUI**

# **CLIMATE ACTION, RESILIENCE, AND ENVIRONMENT COMMITTEE**

November 4, 2022

**Committee  
Report No. \_\_\_\_\_**

Honorable Chair and Members  
of the County Council  
County of Maui  
Wailuku, Maui, Hawaii

Chair and Members:

Your Climate Action, Resilience, and Environment Committee, having met on October 19, 2022, makes reference to Resolution 22-232, entitled “URGING THE COUNTY OF MAUI AND ITS TOURISM INDUSTRY TO ADOPT SUSTAINABLE TOURISM PRACTICES AND CERTIFICATION.”

Resolution 22-232’s purpose is to urge the County of Maui and its tourism industry to adopt sustainable tourism practices and become certified for sustainability.

Your Committee received a presentation from Barry Solomon, Professor Emeritus of Environmental Policy at Michigan Technological University, on the Global Sustainable Tourism Council (“GSTC”), which established managed global standards for sustainable travel and tourism.

Your Committee notes that the GSTC has two sets of criteria: Destination Criteria for public policy-makers and destinations managers; and Industry Criteria for hotels and tour operators.

Your Committee also notes these criteria are arranged in four pillars: (A) Sustainable management; (B) Socioeconomic impacts; (C) Cultural impacts; and (D) Environmental Impacts. These criteria are designed to be adapted to local conditions and supplemented by additional criteria for the specific location and activity.

The presenter said, if Maui County pursues the Sustainable Tourism Destination Designation, it would need to assign an organization with sufficient capacity to implement the program. One suggestion for

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oversight of this organization was the proposed Maui County Tourism Management Commission.

Your Committee notes certification could take several years, but expressed support for urging the Administration to begin the process as soon as possible.

Your Committee agreed to amend the bill's BE IT RESOLVED clauses as follows:

- Insert a new third clause to read "That it encourages hotels, transient accommodations, and tour operators to seek certification on sustainable tourism standards based on the industry criteria developed by the Global Sustainable Tourism Council" and renumber the following clauses.
- Amend the newly renumbered fourth clause to delete "develop a plan to achieve the goal of becoming a Certified Sustainable Destination" and insert "include the goal of becoming a certified Sustainable Destination in the Climate Action and Resiliency Plan."
- Amend the newly renumbered fifth clause to add additional names to the list of recipients.

Your Committee voted 6-0 to recommend adoption of Resolution 22-232, CD1. Committee Chair King, Vice-Chair Sinenci, and members Johnson, Lee, Molina, and Paltin voted "aye." Committee member Sugimura was excused.

Your Committee is in receipt of Resolution 22-232, CD1, incorporating your Committee's recommended revisions and nonsubstantive revisions.

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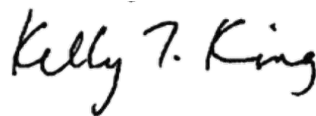
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Your Climate Action, Resilience, and Environment Committee RECOMMENDS that Resolution 22-232, CD1, as revised herein and attached hereto, entitled “URGING THE COUNTY OF MAUI AND ITS TOURISM INDUSTRY TO ADOPT SUSTAINABLE TOURISM PRACTICES AND CERTIFICATION,” be ADOPTED.

This report is submitted in accordance with Rule 8 of the Rules of the Council.



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KELLY TAKAYA KING, Chair

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# Resolution

**No. 22-232, CD1**

## URGING THE COUNTY OF MAUI AND ITS TOURISM INDUSTRY TO ADOPT SUSTAINABLE TOURISM PRACTICES AND CERTIFICATION

WHEREAS, sustainable tourism “takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities,” according to a definition adopted by the United Nations World Tourism Organization, as noted in Resolution 21-18, adopted by the Council on February 5, 2021; and

WHEREAS, the Council’s Budget, Finance, and Economic Development Committee on July 21, 2021, formed the Tourism Management and Economic Development Temporary Investigative Group (“TIG”) to make findings and recommendations on policies for tourism management and economic development and advance sustainable tourism in Maui County; and

WHEREAS, the TIG’s final report, issued on February 2, 2022, recommended establishing a Maui County tourism management organization and structure, encouraging green energy requirements and sustainability measures for transient accommodations, and creating a reservation system for tourism hotspots, among other proposals; and

WHEREAS, United Nations Sustainable Development Goal 11 encourages municipalities to be inclusive, safe, resilient, and sustainable; and

WHEREAS, the Global Sustainable Tourism Council (“GSTC”), which establishes and manages global standards for sustainable travel and tourism, divides its destination criteria for sustainable tourism into four pillars:

- sustainable management, which includes resident engagement and feedback; visitor engagement and feedback; planning regulations and development control; and climate change adaptation;

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- socio-economic sustainability, which includes the delivery of local economic benefits; support for local entrepreneurs and fair trade; the prevention of exploitation and discrimination;
- cultural sustainability, which includes protection of cultural heritage, cultural assets, traditional access, and intellectual property; visitor management at cultural sites; and site interpretation; and
- environmental sustainability, which includes protection of sensitive environments; animal welfare; water stewardship; mitigation of greenhouse gas emissions; low-impact transportation; and prevention of light and noise pollution; and

WHEREAS, according to the GSTC website at [gstcouncil.org](http://gstcouncil.org), three communities—Vail, Colorado; Breckenridge, Colorado; and Jackson Hole/Teton County, Wyoming—have become recognized as Certified Sustainable Destinations in the United States; and

WHEREAS, the GSTC website shows that hotels and tour operators also have the opportunity for sustainability certification; and

WHEREAS, there is strong consensus in the State of Hawai'i and Maui County to adopt sustainable tourism practices; now, therefore,

BE IT RESOLVED by the Council of the County of Maui:

1. That it urges the County of Maui and its tourism industry, including all hotels, other operators of transient accommodations—such as bed and breakfast homes, short-term rental homes, and timeshares—and tour operators, to adopt sustainable tourism practices and become certified for sustainability;
2. That it urges the Administration to work closely with the Council to adopt the Global Sustainability Tourism Coalition Destination Criteria and to work toward Maui County becoming a Certified Sustainable Destination;
3. That it encourages hotels, transient accommodations, and tour operators to seek certification on sustainable tourism

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standards based on the industry criteria developed by the Global Sustainable Tourism Council;

4. That it urges the Maui County Office of Climate Change, Resiliency and Sustainability to include the goal of becoming a Certified Sustainable Destination in the Climate Action and Resiliency Plan; and
5. That certified copies of this resolution be transmitted to Zurab Pololikashvili, Secretary-General, United Nations World Tourism Organization; Randy Durband, Chief Executive Officer, Global Sustainable Tourism Council; the Honorable Brian E. Schatz, United States Senator; Honorable Mazie Hirono, United States Senator; the Honorable Kai Kahele, United States Representative; the Honorable Scott Saiki, Speaker of the House, State of Hawai'i; the Honorable Ron Kouchi, President, Hawai'i State Senate; the Honorable David Y. Ige, Governor, State of Hawai'i; the Honorable Josh Green, M.D., Lieutenant Governor, State of Hawai'i; the Honorable Michael P. Victorino, Mayor, County of Maui; Eric Nakagawa, Director of Environmental Management, County of Maui; Michele Chouteau McLean, AICP, Planning Director, County of Maui; P. Denise La Costa, Chairperson, and Members of the Maui Planning Commission; Alex de Roode, Energy Commissioner, County of Maui; Sherry Duong, Executive Director, Maui Visitors and Convention Bureau; Lisa Paulson, Executive Director, Maui Hotel and Lodging Association; John DeFries, President and CEO, Hawai'i Tourism Authority; George Kam, Chair, and Members of the Board of Directors, Hawai'i Tourism Authority; Mufi Hannemann, President and CEO, Hawai'i Lodging and Tourism Association; David Jorgensen, Partner, Takitani, Agaran, Jorgensen, & Wildman LLP; Kūhiō Lewis, CEO, Council for Native Hawaiian Advancement; Pamela Tumpap, President, Maui Chamber of Commerce; Jen Russo, Executive Director, Maui Vacation Rental Association; Angela Leone, CEO, Professional Rental Management Association; Pat Lindquist, President, Napili Bay and Beach Foundation; and Wayne Hedani, President, Kaanapali Operations Association, Inc.

INTRODUCED BY:

*Kelly T. King*

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KELLY TAKAYA KING