



Maui Hotel & Lodging  
ASSOCIATION

September 17, 2018

Council Member Elle Cochran  
Chairman, Infrastructure and Environmental Management Committee  
Maui County Council  
200 South High Street, 8<sup>th</sup> Floor  
Wailuku, Hawaii 96793

Dear Chair Cochran and Members of the Committee:

My name is Lisa Paulson, Executive Director of the Maui Hotel & Lodging Association, the legislative arm of the visitor industry. Our membership includes 185 property and allied business members in Maui County – all of whom have an interest in the visitor industry. Collectively, MHLA's membership employs over 30,000 residents and represents over 19,000 rooms.

On behalf of the Maui Hotel & Lodging Association, I am here to share some comments on the proposed resolution IEM-38.

In reference to the third paragraph regarding structural capacity I believe this is something that we all need to invest time and communication efforts in lobbying our State Legislators for a greater share of the TAT (Transient Accommodations Tax) to help with our County infrastructure. In FY 2017 \$505 million in TAT taxes were generated throughout the State with the counties only receiving \$103 million. Maui County generates an estimated \$180 million in TAT and receives \$23.5 million - a mere 13% of what is generated.

In the eighth paragraph it is cited there needs to be provided training on sustainable tourism practices and the history and culture of our islands. I would like to refer to the documents attached to my testimony that show several training and certificate programs provided at UH Maui College funded through Hawaii Tourism Authority. We also have statewide cultural training through Native Hawaiian Hospitality Association (NaHHA) – they bring their qualified staff to each island to provide free training provided through Hawaii Tourism Authority funding. The attached document shows the different courses being brought to each island.

We all have a vested interest in protecting our island resources, economy and jobs.

Thank you for the opportunity to testify.

Sincerely,

Lisa H. Paulson  
Executive Director

RECEIVED AT IEM MEETING ON 9/17/18



**NATIVE  
HAWAIIAN  
HOSPITALITY  
ASSOCIATION**

The Native Hawaiian Hospitality Association's mission is to promote Hawaiian culture, values, and traditions in the workplace through consultation and education, and to provide opportunities for the Native Hawaiian community to shape the future of tourism.

## Cultural Training Course Catalog

- **Series I:**
  - **E Kipa Mai: Hospitality Hawai'i Style**
- **Series II:**
  - **Nānā I Ke Kumu: Ancestral Knowledge, Modern Application**
- **Series III:**
  - **I Ka Wā Ma Mua, Ka Wā Ma Hope: Hawai'i's Stories, Our Stories**



[Click here to download Course Catalog](#)

- **Series IV:**
  - **He Wa'a He Moku, He Moku He Wa'a: How We Work Together**
- **Series V:**
  - **Ka 'Āina Momona: Hawai'i, The Center of The Universe**
- **Series VI:**
  - **Kūlia I Ka Nu'u: Excellence Through Strength & Balance**

[Webmaster Login](#)

Native Hawaiian Hospitality Association  
310 Paokalani Ave., #201A  
Honolulu, Hawai'i 96815  
(808) 628-6374  
©2018 NaHHA All Rights Reserved



## 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:





**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.

**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](mailto: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*