

Destination Management Action Plans 2026-2028

Identifying Advisory Groups

The establishment of Destination Management Action Plan (DMAP) Advisory Groups on the islands of Hawai'i, Maui, Lāna'i, Moloka'i, O'ahu and Kaua'i are a vital component of place-based Destination Management. These Advisory Groups will effectively address issues related to Destination Management as outlined in HRS §201B-1. Their roles will include contributing to the development of actions within their island's DMAP, reviewing the Plan for HTA Board approval, and collaborating on its implementation.

Members of the DMAP Advisory Groups will engage in periodic discussions and collaborate on the implementation of DMAP actions. This collaborative approach will ensure that each island's unique needs and diversity are respected while cultural heritage is preserved.

Per HRS §201B-1, "Destination Management" means a collaborative and coordinated process with public and private stakeholders to manage the various elements of a visitor destination to:

- 1) Create, implement, and monitor strategies that attract targeted visitor markets and improve visitor experiences;
- 2) Improve natural and cultural resources valued by both Hawai'i residents and visitors;
- 3) Develop and maintain tourism-related infrastructure to prevent overcrowding and overtaking sites and resources; and
- 4) Ensure that the provision of services enhances the visitor experience.

Advisory Group Composition

Advisory Group diversity is essential to ensure the representation of a variety of ideas and perspectives that span various cultures, identities, demographics and marginalized groups. Each Advisory Group should be representative of the diversity that comprises each island and maintain a sufficient proportion of full-time residents.

It is vital to reflect geographic diversity of the islands. While current administrative boundaries cannot fully capture the particular needs of every community, Destination Managers are encouraged to assemble Advisory Groups that are sufficiently representative of communities informed by a Native Hawaiian sense of place and space. One such representation is the moku system. Destination Managers are further encouraged to be aware of the voices of each of the six moku on Hawai'i Island, twelve moku in Maui, two moku in Lāna'i, five moku in Moloka'i, six moku in O'ahu and five moku in Kaua'i when

assembling the Advisory Groups. Another consideration is the percentage of the finalized Advisory Group that are full-time residents of the island that they are representing.

Destination Managers are encouraged to invite community stakeholders, individuals, and families from each moku with historic, ethnic, or cultural ties to Hawai'i to the Community Meetings on each island to share their perspectives and priorities. Their valuable experiences are key to the writing of each DMAP. If they decline participation, it is advisable to ask for their recommendations and referrals for other stakeholders to invite.

Likewise, it is vital to reflect the unique cultural and ideological diversity of Hawai'i. Destination Managers are encouraged to assemble Advisory Groups that maintain an effective level of informed representation across several stakeholder groups. The following is a non-exhaustive list of stakeholder groups that might be considered (**in alphabetical order**):

- 1) **Artists and Cultural Practitioners:** Engage local artists, musicians, and cultural practitioners to ensure that the creative community is represented.
- 2) **Community Leaders and Elders:** Engage respected community elders and leaders who can provide wisdom and historical context.
- 3) **Environmental and Cultural Organizations:** Include groups focused on environmental conservation and cultural preservation, which are vital for regenerative tourism.
- 4) **Government Officials**, including:
 - a) State of Hawai'i Departments, such as DOA, DLNR, DOT, DBEDT, DLIR, and DOE, or inclusive of Departments with exposure to one or multiple parts of the visitor industry including agritourism, workforce development, airports and harbors, and economic development.
 - b) County Departments and Agencies, including those with responsibilities related to the visitor industry such as:
 - i) Culture, the arts, and Native Hawaiian resources, e.g. Maui County Department of 'Ōiwi Resources
 - ii) Economic development, e.g. County of Hawai'i Research & Development
 - iii) Ocean safety, e.g. City & County of Honolulu Ocean Safety Department
 - iv) Parks, recreation, and natural resources, e.g. Kaua'i County Department of Parks & Recreation
- 5) **Local Ethnic Groups:** Include representation from local ethnic communities, such as Filipino, Japanese, Chinese, Korean, and Portuguese groups, who have historical ties to Hawaii.
- 6) **Native Hawaiian Community:** Representatives and lineal descendants from the Native Hawaiian community, as they hold deep connections to the land, culture, and history.

- 7) **Pacific Islander Communities:** Engage individuals from other Pacific Island nations, such as Samoan, Tongan, and Fijian communities, who contribute to the cultural mosaic of Hawai'i.
- 8) **Tourism Industry Stakeholders:** Include small business owners, local tour operators, and hospitality representatives who reflect Hawai'i's diverse population.

In summary, each island's Advisory Group is envisioned to comprise the perspectives necessary for robust and informed recommendations that will guide the writing of the DMAPs. Careful planning of the Advisory Groups will ensure that the parties contributing to the DMAPs, such as State and County Departments, visitor industry stakeholders, and community groups, will also find value in its implementation.

Based on the invitees' schedule, availability, and ability to commit to a multi-year Advisory Group, final Advisory Groups may not be proportional to the demographic makeup of each island along the stakeholder groups listed above. Destination Managers are encouraged to find a pragmatic balance that will provide the DMAPs with ample diversity of thought and experience.