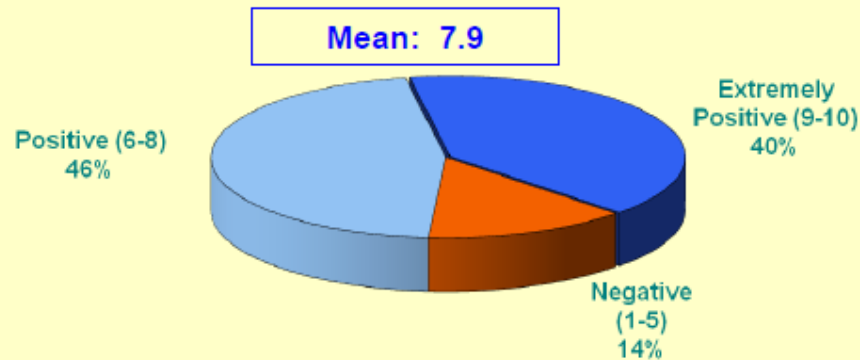


# Impacts of Tourism development in Hawaii on PEOPLE

## Part 1: SOCIAL IMPACTS – Attitudes towards Tourism

*“How would you rate the overall impact Tourism has on the State as a whole?”*



### TASK:

Use the information on this page, from the Hawaii Tourism Authority’s Resident Survey, to answer the questions on the top half of page 65 in your workbook (under the heading ‘Attitudes towards Tourism’)

### Tracking Statements About Tourism: ‘Top Box’ % By County

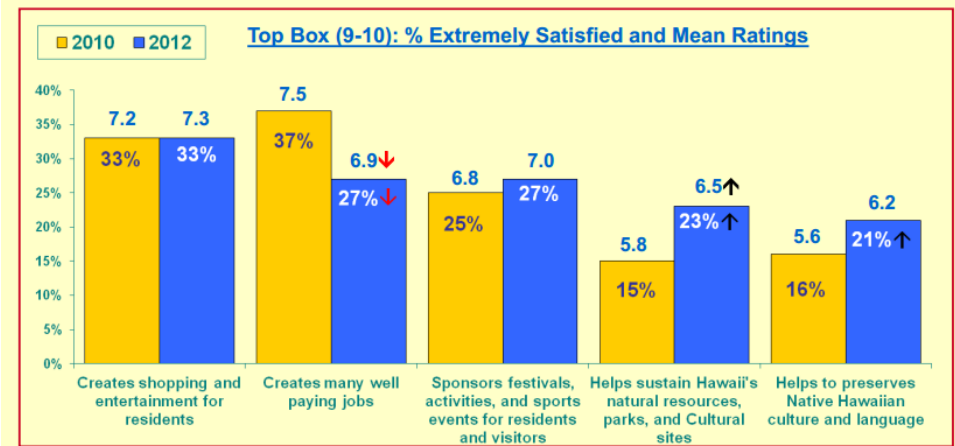
Resident agreement was consistently high across the state regarding the statement, “My island’s economy is too dependent on Tourism.” Top Box agreement among the positive statements, “Presents Native Hawaiian culture authentically” and “Consistent with community values” were consistently low across the state.

Top Box agreement with “Tourism as a major cause of traffic” increased significantly for residents of O’ahu and Kaua’i. O’ahu residents Top Box agreement also increased significantly with “Tourism as responsible for high living costs.” On Hawai’i island, residents had significant Top Box increases in the statement my island is being run for tourists. Maui residents appear to be more negative towards Tourism statements compared to O’ahu or Hawai’i Island residents.

Top Box %: Agreement that Tourism...	O’AHU		HAWAI’I		MAUI		KAUA’I	
	2010	2012	2010	2012	2010	2012	2010	2012
...My Island’s economy is too dependent on Tourism (NEW)	--	39%	--	34%	--	44%	--	43%
...this island is being run for tourists	18%	23%	12%	22%↑	29%	33%	21%	30%
...is responsible for higher living costs	16%	22%↑	16%	20%	32%	31%	19%	28%
... is a major cause of traffic	7%	16%↑	16%	22%	26%	34%	17%	34%↑
... Presents Native Hawaiian culture authentically (NEW)	--	10%	--	14%	--	10%	--	9%

### Tracking Satisfaction With Industry Involvement: 2010 to 2012

Statewide satisfaction ratings increased with “Creating shopping/entertainment,” “Preserving Native Hawaiian culture,” “Sustaining Hawai’i’s natural resources,” and “Sponsoring festivals” between 2010 and 2012. Satisfaction decreased however with the industry in “Creating many well paying jobs” between this same time period.



(‘Industry’ means the Tourism Industry; ‘Resident’ refers to people who live in Hawaii; ‘County’ refers to the areas that Hawaii is divided up into – generally the islands)

# Impacts of Tourism development in Hawaii on PEOPLE

## Part 2: SOCIAL IMPACTS – Overcrowding and Positive Social Impacts

**TASKS:** All the information can be found on the AGGS Geography Weebly page (scroll down to 'Impacts of tourism development in Hawaii on People')

1. Describe the overcrowding around Waikiki Beach and Diamond Head by looking at the information the Weebly. Write your answers in the box on the top of page 65 of your workbook.



2. Watch the video about tourists at Kapiolani Market on the AGGS Geography Weebly. Describe the overcrowding at the Kapiolani Market on the top of page 65 of your workbook.



3. Read the article 'Hawaii tourism growth leading to crisis in hotel capacity' on page 91-92. What overcrowding is happening? And why? Write your answer in the box on page 66.

4. Read the article 'Kailua to Hawaii: Stop sending tourists here' on page 100 of your workbook. There is also a video on the weebly. What is the issue? Why do you think the people of Kailua do not want their area to become another Waikiki? Locate Kailua on your map of Oahu on page 53 of your workbook. (write your answers in the box on the top of page 65 in your workbook).



5. What positive social impacts do you think Tourism Development in Hawaii has on people? Write your answer on page 65 of your workbook.

# Impacts of Tourism development in Hawaii on PEOPLE

## Part 3: CULTURAL IMPACTS – Hawaiian Culture

Hawaiian Culture is what makes Hawaii unique and different from other destinations around the world. Many tourists come to Hawaii to experience the culture.



### TASKS:

Complete the following tasks and write your answers in the blank box in the middle of page 65 and top of page 66 of your workbook.

- How is Hawaiian Culture incorporated into in Tourism in Hawaii? (write the answer in the box in the middle of page 65.
- Complete the task at the bottom of page 65 (the article for this task is on page 85).
- What do you think tourism operators, advertisers should be aware of when using Hawaiian Culture to promote tourism? (*write your answer on a post-it note from your teacher*)
- Look at the document on the Weebly (under 'Impacts of Tourism Development on people') called 'Commercialism of Hawaiian Culture'. Look at the images on the document. They are examples of how Hawaii was advertised in the past. How are they examples of the commercialism of Hawaiian Culture? Write your answer at the top of page 66 of your workbook under 'Hawaii images'.



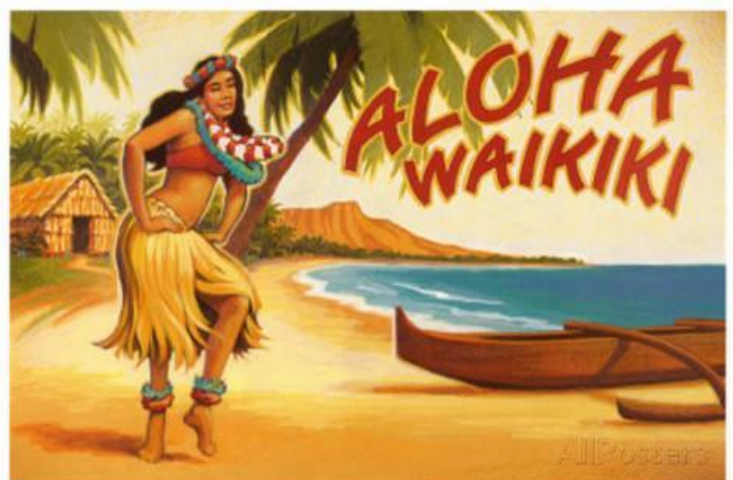
# Impacts of Tourism development in Hawaii on PEOPLE

## Part 4: CULTURAL IMPACTS – Promotion of Hawaiian Culture 1

Welcome  
Ho'okipa  
Hospitality Harmony Lokahi  
Luleana Responsibility  
Nourishing The Land  
Malama'aina  
Aloha

### TASKS:

1. Answer the question on page 66 of your workbook (under the heading 'promotion of Hawaiian culture')
2. Read the 'Hawaiian Values' on the side of page 66. The Hawaii Tourism Authority encourages the tourism industry to "strive to incorporate key Native Hawaiian values into the operating systems of its organizations and institutions".
3. Ho'okipa Learning Centre - Watch the video about the Ho'okipa Learning Centre on the AGGS Weebly (scroll down to 'impacts of TD in Hawaii on People'. What do they do? How is it linked to promoting Hawaii Culture? How does it relate to Tourism? – write your answers on the bottom of page 66.
4. Kukulu Ola – Living Hawaiian Culture Program – download the document on the AGGS Weebly "HTA awards funding community projects 2013". Explain what the Kukulu Ola Living Hawaiian Culture Program is about. Scroll down through the PDF to find the 3 attractions on the top of page 67 of your workbook (Kailua Sailboards; Bishop Museum and Hula Preservation Society). How will this award help them with tourism?
5. Read about Aloha on page 67 of your workbook AND the article "*Aloha spirit makes Hawaii special, for tourists and locals*" on page 90. How important is Aloha to tourism in Hawaii and why?



# Impacts of Tourism development in Hawaii on PEOPLE

## Part 6: POLITICAL IMPACTS – Changes to Visas

### Changes to Visa entry

Read the information on page 68 of your workbook about 'Changes to Visa Entry'.

What percentage have Chinese visitors increased by in 2013? (look back at the data on 'tourists' in your workbook)

Answer the question on page 68 of your workbook about Chinese Visitors to Hawaii by reading the article '*Chinese tourism wave will hit Hawaii in the future*' watching the video 'More Chinese Visitors to Hawaii' and the information about how Tourist operators have adapted with the change in tourists (All on the Weebly) and reading and annotating the article '*Hawaii's beaches take backseat to shopping malls for Chinese visitors*' on page 83 of your workbook. Answer the question on the bottom of page 68 in your workbook.

***"Chinese leaders recognize that travel expands the horizons of its citizens, and when people see more of the world, they can return to China inspired and better prepared to be creative entrepreneurs,"***



# **Tourism development in Hawaii on PEOPLE**

## **Task 7: POLITICAL IMPACTS – Planning Zones**

Read the information on the top of page 69 of your workbook.

Read the article 'Waikiki Revival' on page 88-89. Why was planning involved in Waikiki? How might planning change? What issues are there with planning? – write your answers on the top of page 69.



# Impacts of Tourism development in Hawaii on PEOPLE

## Part 8: ECONOMIC IMPACTS – Jobs and Investment



1. Read the information about **Jobs and the Economy** and the graph on page 69 in your workbook. Answer the question on that page.
2. Read the information about **Investment** on the top of page 70 of your workbook.
3. Find out how Kyoya invests in Waikiki via the link on the AGGS Weebly site or scan the QR code on this page.
4. Watch the 4 videos clips 'Waikiki Revival' on the AGGS Weebly. List ways Waikiki has renewed itself to better suit tourists. There is space on the top of page 70 of the workbook for you to add notes. *(these videos can be viewed at home in your own time. In total, they are 26min long)*



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