

E MĀLAMA

ECOTOURISM MANUAL for HAWAI'I

**Mai ho'ohalahala ia kakou. E a'o ia kakou ka mea kupono a
ho'ohuhu 'ole ai makou.**

Do not criticize us. Teach us what is proper that we may not offend.
Anonymous Hawaiian saying - from "Na Pule Kahiko" by June Gutmanis

**by
Barbara F. Mills**

**funded by
EMPLOYERS TRAINING FUND
Department of Labor & Industrial Relations
Workforce Division**

**published by
HAWAI'I ECOTOURISM ASSOCIATION**



EXECUTIVE CHAMBERS
HONOLULU

BENJAMIN J. CAYETANO
GOVERNOR

**MESSAGE FROM GOVERNOR BENJAMIN J. CAYETANO
TO THE HAWAII ECOTOURISM ASSOCIATION**

On behalf of the people of the State of Hawaii, I send my greetings, and warmest aloha, to the dedicated professionals within Hawaii's visitor industry who are committed to serving people who have come to our islands to experience our unique offerings in the emerging area of ecotourism.

As trained guides and interpreters of Hawaii's natural and cultural treasures, you play a critical and sensitive role in our efforts to promote a tourism that is ecologically sustainable and enhances the well-being of our resources and communities.

Within the pages of this manual, you will find valuable tools and tips to help you carry out your critical task of educating our visitors and safeguarding our precious environment.

Hawaii has been blessed with a magnificent natural environment -- blue skies, clear ocean waters, sandy beaches, and mountains which rise abruptly from the sea. Through your efforts, our guests will gain a greater appreciation and respect for these wonders of nature. I commend you for your willingness to take on this important responsibility.

Aloha,

BENJAMIN J. CAYETANO



‘IMI ‘IKE
Seeking Knowledge

**The title "E Mālama" is a call to
care for Hawai'i, its people and its environment**

For the purposes of this manual, "E Mālama" is an all-encompassing term which indicates not only caring for one or two special things, but in all situations having an attitude of interest and concern - of caring about today and the future.

I kū ā hele mai i ka 'āina, he hale, he 'ai, he i'a nou, nou ka 'āina.

Should you wish to come to the land, there is a house, poi, fish for you, the land
is for you.

(Ancient Hawaiian expression of welcome)

Hospitality has always been an integral part of the culture of Hawai'i. Passersby were called in to the home and invited to share the food. The tradition carries over today as Hawai'i enjoys the reputation of being one of the major visitor destinations of the world. Much of its popularity is due to the hospitality of its people. **Ho'okipa** and **aloha** continue to set the islands apart.

INTRODUCTION

In 1997, close to 7 million visitors came to the islands, while the population stood at approximately 1 million. These figures seem to have reached a plateau and will probably not change appreciably in the near future. Internationally some 7% of total travelers are assumed to have been "ecotravelers," those seeking an experience involving the natural and cultural aspects of a destination (from 1994 "Ecotourism Opportunities for Hawai'i's Visitor Industry"). It is probable that the same percentage of the total visitor count would apply in Hawai'i. Some travelers will probably always seek sun and sand, but the number of ecotravelers is on the increase. It is thus incumbent on those in Hawai'i who provide an "eco-experience" to be aware of their responsibility to preserve and perpetuate the natural and social culture while at the same time sharing it with visitors.

The Tour Driver/Guide's Manual, to which this Ecotourism Manual is a sequel, is used to provide basic historical information about Hawai'i, by which drivers and guides may be certified as professionals. Beyond that, this Manual concentrates on visitor activities in the natural environment as well as those which interface visitor and resident. Standards for professional ecotour guides have been established by the Hawai'i Ecotourism Association and are included in the Manual. Information and guidelines for ecologically sensitive activities are provided, both for those already established as ecotour operators, and those anticipating such endeavors.

It is hoped that by providing these guidelines for ecotour activities, Hawai'i will continue to maintain its quality of professionalism in providing a variety of experiences.

ʻIMI ʻIKE

Seeking Knowledge

Evolution of "Ecotourism"

People have been moving from one place to another for hundreds of years for a variety of reasons. The wealthy and curious have always traveled to strange places for relaxation and education. The Middle Ages saw pilgrims walking great distances for religious experiences. Early Greeks and Romans were fascinated by different environments and cultures in their world. Cook, Darwin, and Livingstone are only a few of those who, in the 17th, 18th and 19th centuries, recorded in picture and word the unique peoples and natural surroundings of the places where they traveled. In the early years of the 20th century the "Grand Tour" of Europe was a necessary experience for the wealthy and near wealthy of the Western world.

With the explosion of tourism following the second World War, people from all walks of life and from most of the developed countries of the world became interested in the "nature" tour, one which went beyond cathedrals, museums and the like, and explored the people and places of a chosen destination. While in the beginning of mass tourism, there developed the "ugly" tourist who was unconcerned about the effect on people and the environment, now travelers are becoming more respectful of their surroundings and mindful of the impacts they can have on the culture and the sustainability of the natural resources.

Today, world-wide interest in interfacing with both the place and the people of destinations visited, has emerged as an outgrowth of traditional travel and has become identified as "ecotourism."

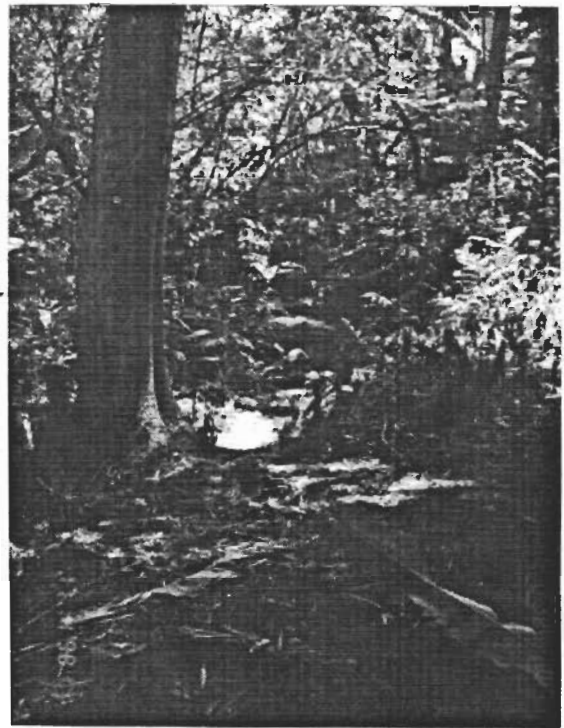
What is "Ecotourism?"

"Ecotourism" has been defined in literally dozens of ways, but the definition from the Hawai'i Ecotourism Association states quite succinctly what it is:

"Ecotourism is nature and culture based tourism that is ecologically sustainable and supports the well-being of local communities."



Incredible beauty just a few miles off the busy highway



The rain forest within 10 miles of the city.



The natural valley environment for the traditional Hawaiian



Waikiki with its broad spectrum of accommodations and activities



Hawaiians today celebrate ancient traditions

While "eco" is the prefix for the word "ecology," the "eco" in "ecotourism" can be viewed from the broader perspective of both the ecology and the economics of a community. Webster defines ecology as "the science of the relationships between organisms and their environment," and economics as "the science that deals with the production, distribution and consumption of commodities." For our purposes, the prefix "eco" will be used throughout the manual as indicating both the ecology and the economy of a situation.

The uniqueness of Hawai'i's natural beauty and cultural heritage makes it an ideal location for ecotourism activities, involving small groups of visitors and/or residents who explore, enjoy and learn about the natural resources, culture and the colorful, descriptive language of the Hawaiian people, and of other ethnic groups who make up Hawai'i today. Large visitor attractions, such as adventure parks and sea life parks, differ from activities for small ecotour groups, in that they are organized in such a way that they can handle large groups effectively.

ECOTOURISM AND PROFESSIONAL STANDARDS FOR OPERATORS

Factors in an ecotourism experience:

(1) Ecotravelers choose a destination because they are interested in expanding their horizons, learning more about the world around them, and/or participating in some degree of physical exercise. They also may be interested in experiencing the social-political-economic affairs of the area. As a rule, the ecotraveler wants to participate actively rather than merely as a spectator.

(2) Eco-destinations offer a variety of activities which interface the ecotraveler with the natural surroundings and the community in a healthy hospitable atmosphere. Facilities provided by the destination should be compensated accordingly, in order to maintain their sustainability.

(3) Natural resources are the surrounding natural area into which the ecotraveler will venture. These areas may be fragile and require constant stewardship. As an example, erosion from weather and over-usage of various trails require regular repair and upkeep.

(4) Probably the most important factors in the ecotourism experience are the impacts on the community itself. While the host people may welcome travelers and willingly share their heritage with them, nonetheless they should be respected and they too should gain from the association with strangers.

For-profit ecotour operators appreciate the benefits that can accrue to both themselves and the community-at-large through the provision of smaller tours and other visitor services which utilize these resources. Yet at the same time they recognize the impact that people visiting a destination can have on its natural environment. Thus, ecotour operations must be very sensitive to fragile ecosystems, and to areas of cultural importance to residents.

Ha'i Wale ka Wahi - The Fragile Environment

The lands of Hawai'i are especially vulnerable to the negative impacts of ecotourism, since so many of the native species are endemic; they exist here and no other place on earth. These species evolved over millions of years, having arrived without the help of man, on the winds, on ocean currents or by hitchhiking on migratory birds. They found a hospitable environment and made evolutionary changes to become unique and unlike any of their kind. They had no enemies and so developed no defense against an invasion of foreign species. Further, it is important to realize that, because of the isolated nature of an island, activities in one part rapidly impact other parts. And an island is a microcosm of a continent; impacts may be obvious in a small contained environment, but they illustrate the same effects of one action on another in the larger context.

Nā Imi ā Loa'a - The Discoverers

The people who came to be known as Polynesian dispersed in all directions throughout the vast Pacific Ocean and eventually settled into various islands and established their own unique culture.

These Polynesians are believed to have found the Hawaiian group sometime around 300 A. D. The people shuttled back and forth from the Marquesas Islands and the Society Islands until approximately 1250 A.D., when the Hawaiian culture itself began to evolve. For the next 500 years, there was no contact with the outside world. The physical horizon in all directions defined the parameters of the Hawaiian world view. Yet their legends and oral histories allowed their minds to enter the spiritual world beyond the material.

Mohala ka Lāhui - The Culture Unfolds

Environmental change was inevitable in order to meet the specific needs of the original settlers. They located into valleys (**awāwa**) where forests (**ulu lā'au**) high in the mountains provided the lumber for houses (**hale**) and canoes (**wa'a**). The streams which had helped to carve the valleys ran down through the center and provided fresh water (**wai**) for drinking, farming and washing. They also provided the source for a complex system of ditches (**'auwai**) which watered the taro patches (**lo'i**). The surrounding ocean (**moana**) was filled with various types of seafood which were the major source of protein in the diet. In all this, nothing was wasted or taken for granted.

Mai ho'omāuna i ka'ai o huli mai auane'i a Hāloa e nānā.

Do not be wasteful of food, lest Hāloa turn around and stare at you. (Do not be wasteful, especially of **poi**, because it would anger Hāloa, the taro god, who would..let the waster go hungry.)

Handy & Handy expressed the inherent spirituality of the Hawaiian environment in "Native Planters in Old Hawaii":

" .. all natural phenomena, objects and creatures were bodily forms assumed by nature gods or nature spirits. Thus rain clouds, hogs, gourds, and sweet potatoes were "bodies" of the god, Lono. Taros, sugarcane, and bamboo were bodies of the god Kāne. Bananas, squid, .. were bodies of Kanaloa. The coconut, breadfruit, and various forest trees were bodies of Kū."

From this well of spirituality the Hawaiian developed a system of values.

The professional standards of the ecotour operators of Hawai'i are based on the traditional values of the Hawaiian people.

(The Hawaiian value of each of the standards which follows is identified in bold print in the left margin. The English equivalent for this value is underlined.)

The Hawaiian people were very much aware of the fragile nature of their environment, and hence their values reflect this knowledge of stewardship and perpetuation of natural and cultural resources.

PROFESSIONAL STANDARD #1

MĀLAMA	Professional ecotour guides <u>care</u> for the places they visit by informing their groups about, and by modeling behavior which respects the environment and the community. They understand
KULEANA	and are <u>responsible</u> for energy conservation and proper waste management. The places they visit are in no way defiled, and are in good condition for those who follow.

Early explorers remarked at the hospitality of the Hawaiian people, and noticed their curiosity and their eagerness to learn new things.

PROFESSIONAL STANDARD #2

NA'AUAO	Professional ecotour guides are enlightened and <u>knowledgeable</u> about all things in Hawai'i. They are constantly seeking to <u>increase their</u>
IMI NA'AUAO	<u>familiarity</u> with the people of Hawai'i, their customs and their language. They are also aware of the different traditions of their visitors, and they enjoy learning from them.

Comments were also recorded in the early days about the cleanliness of the Hawaiian people.

PROFESSIONAL STANDARD #3

MAIAU Professional ecotour guides conduct themselves as professionals. They are clean, well-groomed, pleasant, and a credit to the visitor industry in the eyes of visitors and residents alike. Guides strive to improve their skills through continued education and association with other professionals.

‘OLALI

The Hawaiian tradition is that life should be peaceful, harmonious and in perfect order. People should act in respectful, ethical ways. If situations seem to be "out of sync," all those involved should work towards restoring harmony to the group.

PROFESSIONAL STANDARD #4

PONO Professional ecotour guides are honest, genuine and care about the visitors, their industry and their profession. They obtain all necessary permits. They describe their services accurately. They follow policies and instructions of their company. Guides usually are rewarded for good service, but should not solicit gratuities. They perform their job in ways that reflect credit upon Hawai'i's visitor industry and themselves. Sometimes guides are asked to share their views on sensitive subjects such as politics or religion, but they find ways of avoiding controversial areas. Should a situation arise where there is friction or other disturbance, the guide knows how to handle

HO‘OPONO the situation and restore harmony to the group.

Early visitors were (and still are) warmly welcomed. The process of recording the language was greatly enhanced by the pride and willingness of the Hawaiian people to share their traditions and customs.

PROFESSIONAL STANDARD #5

HA'AHEO Professional ecotour guides take pride in
OHOHIA introducing Hawai'i to their guests. Guides have
enthusiasm for their roles as spokespersons for
Hawai'i, and express aloha, respect and sensitivity
toward the visitors they host.

Kamehameha I showed his concern for the safety of his people by proclaiming the first law of the kingdom: "E hele ka 'elemakule, ka luahine, a me nā kamali'i a moe i ka ala 'a'ohe mea nana a ho'opilikia." "Let the old men, the old women, and the children go and sleep on the wayside; let them not be molested."

PROFESSIONAL STANDARD #6

HO'OMALU Professional ecotour guides conduct tours with
safety as the utmost priority. They are aware of
company safety policies and follow established
safety and emergency procedures as well as
industry guidelines. Guides take the varying
skill levels of their group into account, especially
when there is an increased risk for novices and
those with special needs. In order to appropriately
care for and communicate with the group, guides
generally prefer groups of approximately 12
participants. They take responsibility for visitors
in their charge by being able to manage groups and
keep them safe, as well as allowing for time to
NALU contemplate and enjoy the surroundings. Guides
must be certified in American Red Cross First Aid
and cardiopulmonary resuscitation (CPR).

In ancient Hawai'i, story-telling and legends were the only way that history and traditions were passed from one generation to the next. Even today the Hawaiian people rely on passing family traditions orally to their children.

PROFESSIONAL STANDARD #7

AUKAHI

LAUNA 'OLELO

Professional ecotour guides must have good communication skills that include correct enunciation, standard English, a clear and pleasant speaking voice, a friendly tone, good eye contact, and natural gestures. Guides should help visitors better appreciate the area and its significance by effective story-telling, using a variety of senses in ways that relate to the audience, as well as being inspiring and provoking. Guides should not merely deliver facts and information. They should express themselves to visitors in ways that interest, entertain and educate.

"Mahalo" is commonly used to express thanks. But the true Hawaiian meaning goes far beyond that. It indicates praise and admiration as well as appreciation. One who appreciates in this manner is also **waipahē**, courteous and polite.

PROFESSIONAL STANDARD #8

MAHALO

Professional ecotour guides are aware of how touring can adversely impact sites, and the residents of an area. Guides promote a respect for and understanding of the complex and delicate interdependent ecosystems. Activities are conducted in a fashion that restricts pollutants and intrusive elements, and does not threaten, harass, or injure animal or plant life. Guides and groups abide by local regulations. Conflicts with residents can be avoided by keeping noise at a minimum and being aware of the traditional and subsistence uses of an area, including popular recreational sites utilized by residents.

In addition to maintaining standards, professional ecotour guides should also:

- advise the proper authorities of areas worthy of conservation, or of abuses or negative impacts on sites or people, and offer to be involved in remedying the situation.
- encourage visitors to appreciate community concerns both here and at home.
- encourage use and consumption of local products.
- contribute to conservation causes
- employ local people and train your staff in ecological standards and procedures. Provide refresher courses regularly, especially in First Aid and CPR.
- for your clients, try to provide uncrowded places, and a learning experience of the people, places, plants and animals.

It is the responsibility of ecotour operators and guides to reflect a reverence for the areas visited, and promote knowledge, care and understanding of the Hawaiian islands. This in turn inspires visitors and residents as well to take pride in and protect Hawaii's natural resources and consider themselves as stewards.

Guides who uphold these standards will be recognized as

Kahu Mālama

guardian caretakers of the fragile environment that is called Hawai'i



‘IMI PONO
Seeking Righteousness

‘IMI PONO

Seeking Righteousness

He ‘ike ‘ana i ka pono.

One recognizes and does the right thing.

ECOTOURISM ACTIVITIES IN HAWAI‘I

A wide spectrum of eco-activities is available in the islands. Some require great physical exercise, some are not so active, and there are cultural events which provide exertion more for the mind. Information and guidelines may change from time to time so a check with the appropriate agency is recommended.

The activities are divided into those on land, sea or air. There are others, which include resources such as bed and board accommodations, historic places, museums, artists and crafters, and health and healing resources.

The following criteria are used to differentiate ecotour activities from other tours or mere amusement:

- 1) does the activity or the number of participants have minimal impact (**ho‘opō‘ino**) on the environment?
- 2) does it provide physical satisfaction?
- 3) does it provide mental enrichment?
- 4) does it support the local community?
- 5) is it sustainable?

Ecotours should provide a learning experience. Participants should be briefed before the tour, as to where they will be going, and who and what they will see. Their actions should be perceptive, unobtrusive, and respectful of the natural and cultural environment in order to avoid any negative impacts (**ho‘opō‘ino**).

At the same time, the experience should be fun (**le‘ale‘a**). While there are guidelines to be observed, the total picture should be one of relaxation and enjoyment.

E MĀLAMA ‘ĀINA - Caring for the Land

"Land" in Hawai‘i is more than just property, or earth, or a place; the land is a living thing, a thing to be respected, sustained and properly cared for. The people are one with the land and cannot be separated from it. There are also **wahi kapu** in some areas which are ancient sacred places requiring special care and respect. Some should not be visited at all. Ecotours which utilize the land should recognize this and, while enjoying its beauty and feeling a sense of peace, should leave a place as they found it or better.

Today there are laws which protect people and places. Traditionally Hawaiian life was governed by laws (**kapu**) which protected the spirituality (**mana**) of people and places. Penalties for transgressions were severe.

Those who provide and those who enjoy ecotours should participate in maintaining the places they visit, as well as utilizing the services and products of the local community.

In most cases, it is recommended that professional ecotour guides be utilized, since they know the area, can provide for the safety and comfort of the participants, and with their knowledge of Hawai'i, can make the experience more interesting. The following are guidelines for land activities:

- 1) Travel should be in groups or organized hikes, and an itinerary should be reported before venturing out on a hike or camping trip. Advise visitors never to hike or camp alone. If required, the proper permit should be secured.
- 2) If visitors prefer to travel independently, they should be advised to obtain the necessary permits or licenses from the appropriate private or public agency. Guidelines for use of the facility may also be obtained from the same agency.
- 3) Guides for any activity should always remember safety rules, and should be certified in First Aid and CPR.
- 4) Observe normal, sensible precautions as to the safety and comfort of the group, both the people and their possessions. The group should be advised of the proper attire for the experience. The sun's rays are deceptively penetrating, so a good sunscreen is suggested. Hawai'i has no snakes or poisonous insects (unless someone is especially sensitive), but a mosquito repellent is recommended.
- 5) Weather and ocean conditions should be checked before starting.
- 6) Thoroughly clean all items, especially boots, taken into and out of camping and hiking areas to avoid spreading any alien seeds to other areas. Plants commonly seen, such as banana poka, miconia and clidemia are introduced accidentally, and have moved in and displaced many native species. Hikers should recognize these and eradicate them.

7) Leave all rocks, plants and other life forms in their natural state. They should not be desecrated in any way, lest they be **lilo loa**, lost forever. Some plants (**lā'au**) are especially vulnerable. Of the federal endangered list of plants, 31% exist in Hawai'i. Guides should be able to recognize plants and distinguish between endemic, indigenous and introduced types, and definitely those that are endangered.

8) Use recyclable utensils, such as cloth or metal, rather than paper or plastic.

9) Read and obey all posted signs.

10) Swimming in fresh water/brackish pools (**ki'o wai**) is not encouraged, since they may be home to various endangered species. Likewise, water in these pools generally is not potable, and can transmit potentially fatal bacteria and viruses. There is also the danger of flash floods in mountain streams and pools.

11) Deposit all trash in receptacles which are provided, or take it out with you. Leave the place in better condition than you found it. This is especially true with smoking wastes, as just a few cigarette butts can be an offensive sight.

12) Respect the rights of others who may be using the site. The Hawaiian way would be to be open-minded and sharing (**pu'uwai hāmāna**).

13) Hawai'i has strict laws governing dogs. They must be kept leashed at all times. In many places, they are not allowed at all. Wilderness areas are especially vulnerable, where there is danger of disturbing the nesting places of birds. (Because they are carefully managed, unleashed hunting dogs are allowed for some regulated types of hunting.)

14) People have various tolerance levels of noise. Be aware of this and don't allow noise to be intrusive on the comfort and the rights of others.

LAND ACTIVITIES: (In some cases, 4-wheel drive vehicles may be necessary in order to reach access points.)

CAMPING: Some agencies provide tenting areas, shelters, or cabins. Equipment should include a lightweight tent, sleeping bag, camp stove (firewood is not always available), food, flashlight, first aid kit, raingear, canteen, water purification tablets, knife, etc. Cellular phones are recommended. Alcohol beverages are prohibited, as is nude sunbathing. Permits are generally required, and the price is reasonable.

HIKING: This is probably the most popular ecotour for visitors and residents alike. Trails are on private, federal, military and state lands. Permission for use must be requested from the appropriate agency or owner. Ecotour operators must honor all legal constraints governing the use of these places, and observe private property rights. Hikers must yield to horses.

BIRD WATCHING: Professional ecotour guides should be familiar with all categories of birds found in Hawai'i and where and how to find them. Many of Hawai'i's birds are seriously endangered, and while they may be seen easily, the professional guide knows in what ways they should be viewed and protected.

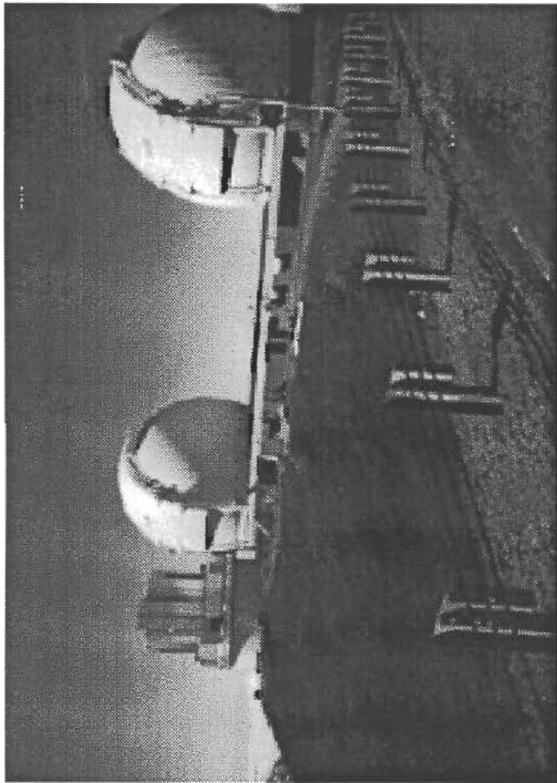
BICYCLING: 1) All bicycles must be licensed. They may be shipped interisland for about \$20. (All public transportation is by air.)

2) Helmets are strongly recommended.

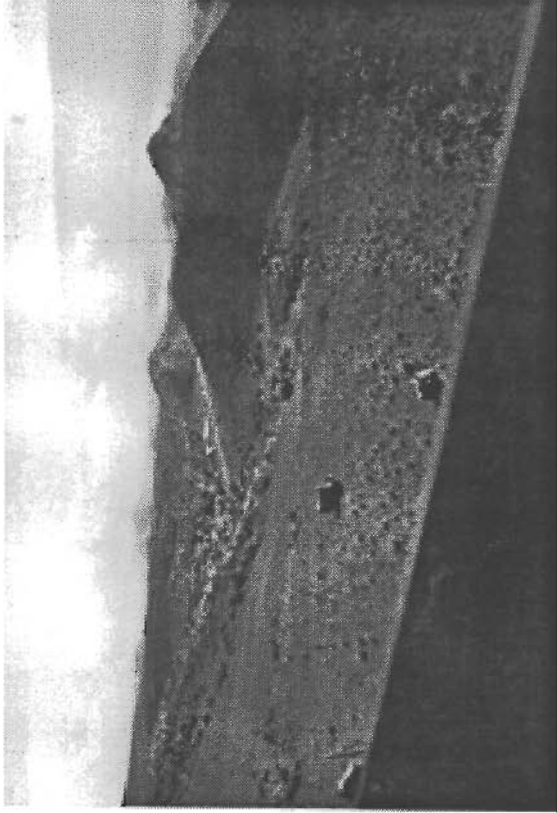
3) Roads are generally safe and paved, though sometimes narrow. Bike paths are intermittent on the highways.

4) When using **mountain bikes**, care should be exercised to stay on the paths and create as little damage as possible. Avoid locking brakes and skidding. Trails should not be used at all during rainy weather. Cyclists must yield to hikers who also used these paths. When meeting others on the trail, a little "**kala mai**" (excuse me) goes a long way towards making friends, as you dismount and walk your bike past them.

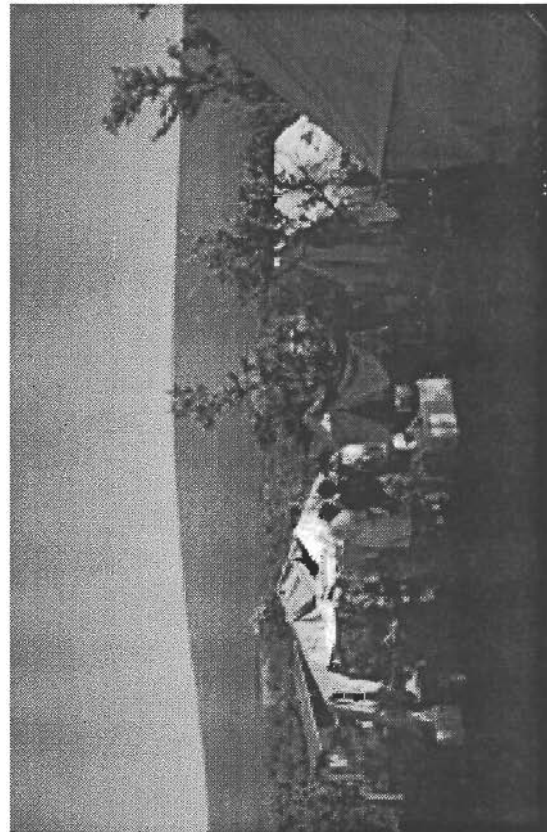
HORSEBACK RIDING: It is especially important for horseback riders to be aware that others may be using the same trails, since the presence of horses multiplies the impact on the trail. Horses have the right of way over all other users. There are private trails for horses on all islands.



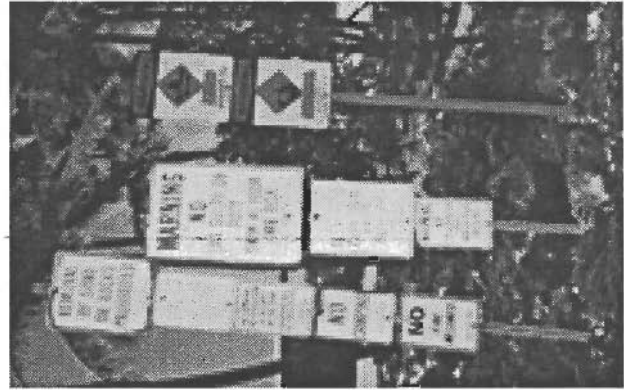
Two of the six observatories in Science City atop
Mauna Kea



Desolate untouched land 10,000 feet above the ocean



Camping just below the top of the mountain



Signs help to guide
proper and safe activities

HUNTING: Hunting licenses are required on all islands. The usual guidelines for protection of the environment apply to hunting, i.e., proper disposal of trash, prevention of damage to property, prohibition of removal of historically-significant objects, prevention of fires, and camping only where allowed. The State Department of Land & Natural Resources provides education classes twice a month.

STAR GAZING: Because of its isolated, island location, the opportunity for viewing the Hawaiian night skies is unmatched. Star tours conducted by professional guides are recommended and are available on all islands. The blockbuster of night-sky viewing is atop Mauna Kea where six nations operate giant telescopes. From time to time in the months from May to December, visitors (with reservations) are allowed to look through the telescopes. The area is administered by the University of Hawai'i. Four miles below the summit, at the 9,000 foot level, is the Onizuka Visitor Center, where films and displays orient visitors to the summit. Those with cardiopulmonary problems or sensitivity to altitude are advised not to go higher than this point. It is especially important that this unusual, fragile, barren land be properly cared for, and not be desecrated in any way. In addition, it is **wahi kapu**, the home of the legendary Hawaiian goddess of the snows, **Poliahu**.

PHOTOGRAPHY: Most visitors bring their cameras with them, but there are those who come specifically to record on film the natural and cultural features of the islands. Guides for this type of visitor have to be especially knowledgeable about people, places and customs in order that proper protocol be observed. Besides being familiar with appropriate sites on land, guides should also be able to recommend ocean and air vistas. This is the best way to take back memories of Hawai'i, but it is important not to be intrusive or create negative (no pun intended) impacts.

E MĀLAMA MOANA - Caring for the Ocean

The ocean surrounding the islands is equally as vulnerable to improper use as the land. The following guidelines are provided, which mirror those which apply to all land activities:

- 1) Avoid walking on reefs, which are living organisms. It is illegal to gather coral as the polyps break off easily and continuous damage will destroy the reef.
- 2) Do not feed the fish at all, as the food may contaminate the water.
- 3) Leave all things as you found them. Do not remove rocks, coral, shells or other souvenirs from the ocean. Even the disturbance of sand can alter the living areas of sea creatures, so try not to kick up sand.
- 4) No license is required for recreational salt water fishing. Guides should know the varieties of fish. In fresh water a license is required, and there are only certain times when fresh water fish may be caught.
- 5) If you are fishing, take only what you need. Release those fish that you will not be consuming.
- 6) Take proper care of trash (**ōpala**). Nothing should be thrown into the ocean, especially plastic materials.
- 7) Animals such as turtles (**honu**) and the Hawaiian monk seal (**‘ilio holo i ka uaua**) are highly endangered and should not be approached in any way. Both State and Federal laws protect these species.
- 8) The federal government and the state have provided sanctuaries (**wahi kanaa**) for seabirds on all islands. These birds have had a difficult time surviving because of the encroachment of shoreline development on their breeding grounds, and the presence of alien species. It is especially important that these areas not be disturbed in any way.
- 9) Though generally safe, inshore waters may be home to some unpleasant or dangerous creatures, such as Portuguese man-of-war, sea urchin (**wana**), eels (**puhi**) and some types of shell (**pūpū**). Injuries, though painful, usually respond to simple remedies. As a precaution, guides should be certified in First Aid and CPR.
- 10) As in land activities, go with one or more other people when going into the ocean, use the proper gear, and don't forget the sunscreen. While the ocean may look friendly and inviting,



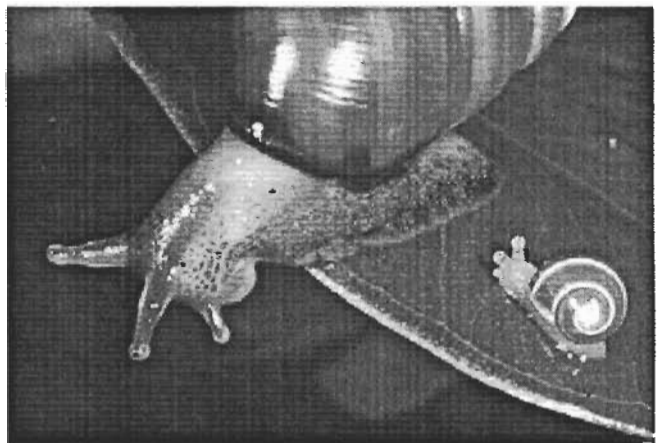
Please protect and respect our native plants



Tenting in the wild attracts friendly neighbors



Hibiscus brackenridgei - found on the six main islands. Endemic, rare and endangered



Achatinella lila - the tree snail found only on O'ahu is endemic, rare and endangered

waves may build up suddenly and become dangerous. Always face the ocean. Other than swimming, snorkeling and shoreline fishing in well-populated areas, it is best to consult a professional who knows the rules and safety procedures governing ocean activities.

OCEAN ACTIVITIES:

SURFING: Once a major sport of Hawai'i alone, the rest of the world now enjoys surfing. Hawaiian boards (**papa he'e nalu**) were made of native woods highly polished with the oil from the **kukui** nut. Today, all shapes and sizes of boards, usually fashioned from foam, fiberglass, and other synthetics, are available. Before venturing into the ocean, it is best to check with experienced surfers or lifeguards at the site. Waves which look inviting may be too large for the average surfer, or they may break in dangerous parts of the ocean. Banzai Pipeline on the North Shore of O'ahu, has the dubious reputation of being the most dangerous surfing area in the world.

Wind surfing is a variation of surfing, which utilizes a sail attached to the board. To avoid accidents, proper instruction is important.

Some beaches with shore breaks invite body surfing and the sport of boogie boarding, but this is not recommended for the novice, because of the high risk of severe accidents.

DOLPHIN/WHALE WATCHING: This is probably the easiest way for people to understand the concept of endangered species, and the methods used to protect them. Experienced, knowledgeable guides should be able to comment on the species and their vulnerability. There are strict rules governing the proximity of the vessel to the whales (**koholā**), and time constraints for watching dolphins (**nai'a**). Participants are not only instructed, but enjoy a comfortable view of the islands from an ocean perspective. Swimming with the dolphins is prohibited.

KAYAKING: Hawaiians used the canoe (**wa'a**) for a variety of purposes, the most popular today being the six-man racing canoe. There has also been a resurgence of building one-man canoes with an outrigger. Kayaks, a variety of the single-man canoe, are also used for inshore paddling for simple enjoyment and exercise, or for reaching places otherwise inaccessible. Open-ocean kayaking is especially good ecologically as there is no damage to the environment, while at the same time it

provides a very different perspective of the ocean and surrounding shoreline. Kayaks are usually used in the same vicinity as other inshore activities, so, again, one should practice **pu'uwai hāmana**. Kayakers should be aware of possible impact on the shoreline while beaching the craft.

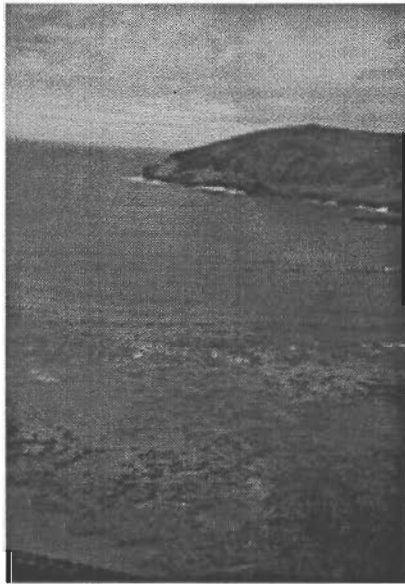
SNORKELING: This activity provides the experience to view first hand the inshore underwater environment. The small, colorful inshore fish and other sea creatures even today provide sustenance for many local families. By drifting lazily along and gazing through the mask, one seems to become a part of the life of the reef. It is especially important here to avoid feeding or otherwise making contact with fish, turtles or other marine life. Do not stand on the reef.

SCUBA DIVING: This activity should only be practiced after training and certification by a professional. SCUBA (self-contained underwater breathing apparatus) dives go to deep areas of the reef and many different types of marine life are visible. Professional divers can make this a more interesting experience by identifying the types of coral and other sea life. Divers should never dive alone and should inquire about conditions in the area to be visited.

SUBMARINES/GLASS-BOTTOM BOATS: This is a uniquely safe way to view the underwater areas of the islands. A professional guide shows participants the inhabitants of deeper waters, explains their vulnerability and the importance of sustaining this environment. The engines of the craft may disturb the marine life, but this is kept at a minimum and provides an experience for visitors which otherwise would be impossible.

NON-MOTORIZED CRAFT: Conductors of tours utilizing catamarans, sailboats and rubber rafts provide access to isolated places, as well as show off the islands from the ocean perspective. These guides must be particularly knowledgeable of weather and ocean conditions to assure a safe, comfortable trip.

FRESH AND SALT WATER FISHING (Lawai'a): Naturally, there are many different methods and techniques of gathering the products of the ocean in and around the islands. There are a few fresh water areas where fishing is permitted at specified times and with a proper license. Strict regulations govern the size of salt water fish and the size of the net (**'upena**) used.



Coral reefs are living and growing places and should not be touched or walked on



Hanauma Marine Life Conservation District attracts thousands of snorkelers every day - Feeding the fish is prohibited



Endangered turtles sometime come up on land, but should never be approached



Endangered birds soon find refuge where they are protected



Inshore areas of the ocean are often deceiving, as they may hide dangerous currents

Spearing, deep sea fishing, and shore casting are usually open all year, but there are varying size and bag limits for some species. Charters are available for deep sea fishing from all islands.

OTHER TYPES OF SEAFOOD GATHERING: Guidelines for the gathering of seaweed (**limu**), squid (**he'e**), crabs, lobster and 'opihi can be obtained from the Division of Aquatic Resources of DLNR. Turtles, monk seals and all types of coral, as well as clams, oysters and other shell fish are prohibited at all times.

The Division of Aquatic Resources identifies "The Ethical Fisherman" as one who:

- keeps only the fish he needs
- doesn't pollute - properly disposes of trash
- improves fishing and boating skills
- observes fishing and boating safety regulations
- respects other fishermen's rights
- respects property owners' rights
- passes on knowledge and fishing skills
- supports local conservation efforts
- doesn't release live bait into freshwater streams
- promotes the sport of fishing

E MĀLAMA LEWA - Caring for the Atmosphere

Even as the land and the sea were at the center of Hawaiian tradition, so also was the sky (**lewa** or **lani**), which arched above the islands. Stars (**nā hōkū**) rose in the east (**hikina**) side of the arch and set on the west (**komohana**). Hawaiians could identify the paths of some 300 stars, developed their calendar and navigated by them. Since there were no pollutants (other than the haze created by the occasional volcanic eruption which we have come to call VOG), there was little pollution, and therefore little awareness of special care needed for the sky above them.

Today there are pollutants in the air caused by automobiles, airplanes, and industry exhausts. Fortunately these are usually dispersed by the prevailing trade winds (**Moa'e**) from the northeast. The degree of pollution is monitored regularly. Noises from aircraft, too, are monitored, especially those air tours which venture into valleys. There are rules and regulations as to the height and proximity to the shoreline and the land which aircraft must maintain.

HELICOPTER AND SMALL PLANE TOURS: This type of tour is available to take visitors to otherwise inaccessible places. Pilots should be knowledgeable about the history and traditions of Hawai'i, as well as the surrounding countryside. A video of the trip may be given following the excursion, which provides a visual record of the islands while at the same time preserving the audio commentary on the areas flown over.

HANG GLIDING: For the more adventurous who wish to view the islands from a very different perspective, hang gliding groups are available. Instructors must be well versed in safety procedures and should be able to describe the places over which the flight will pass.

KITE FLYING: The Hawaiians built and flew kites (**lupe**) made of a bamboo (**'ohe**) frame covered with barkcloth (**kapa**). Today there are kite flying competitions on all islands. All shapes, sizes and colors of kites compete in the gently blowing trade winds. Visitors and residents have the opportunity to mingle at this type of event, as it is usually an all-day picnic affair. On certain days of the week, free instructions are given at Sandy Beach Park on the eastern coast of O'ahu.

CULTURALLY-RELATED ECO-ACTIVITIES: Besides the land, sea and air activities, there are many less strenuous ways of interfacing with residents. Care should be taken to recognize the fact that Hawai'i is their home, but in most cases residents enjoy sharing their ideas and suggestions (**mana'o**) with interested visitors.

BED AND BREAKFAST ACCOMMODATIONS: Hawaiians were (and are) known to be very hospitable (**ho'okipa**), and an integral part of the tradition of Hawai'i today is to invite guests, not only into homes, but also to share food. It is somewhat of an insult if visitors don't accept. This type of "bed and breakfast" accommodation has become popular throughout the world, and it comes as a natural thing for the people of Hawai'i today. The guest (**malihini kipa**) is invited to share the home of a resident, and, in many cases, actually becomes a part of the family. A homey room is provided, with breakfast served in the morning. Hosts (**nā mea ho'okipa**) should be knowledgeable about the islands, as visitors usually rely on them to give dependable, accurate suggestions for activities.



Newest form of accommodation is the eco-lodge.
Buildings here are called "yurts."



B & B accommodations are available in the
forests...



...or right on the ocean



The parades of Hawai'i are different and
exciting for both visitors and resident

ECO-LODGES: This type of accommodation is beginning to appear in Hawai'i, providing an environment that conforms to ecological principles. Recycling, solar power, water conservation, and toilet-composting are a few of the eco-practices. Housing is usually provided in clustered, individual units, made of a metal frame with canvas cover, and meals are served in a centrally located pavilion.

SHORT INTERPRETIVE WALKS: County, state, federal and private parks and gardens provide walks in which guides give an in-depth interpretation of the particular site and relate its relevance to Hawai'i. Walks such as this are usually available in historic downtown areas of various cities. Restaurants nearby can provide a variety of ethnic foods. Interpreters should be present at historic and cultural sites.

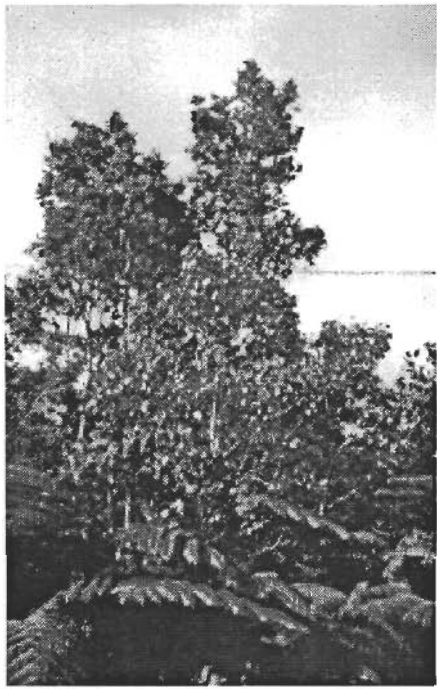
FESTIVALS: Hawai'i has many ethnic festivals and parades, representative of the multi-cultures of Hawai'i, in which the total community participates. Statewide festivals such as Aloha Week and Kamehameha Day are yearly, but on almost any week-end, smaller ethnic, or other, celebrations are listed in the newspapers.

ARTS/CRAFTS FAIRS: Festivals are often combined with Arts/Crafts Fairs which provide quality items featuring Hawaiian handicrafts as well as those from other cultures. These events are usually held in central, easily-located places.

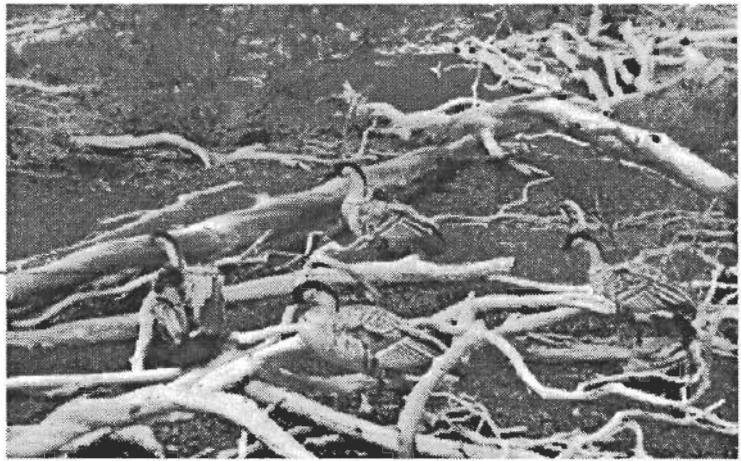
FARMERS' MARKETS: On all islands, Farmers' Markets are listed in the newspapers. These offer a wonderful variety of local foods and flowers of all types, fresh from the gardens, and provides a unique opportunity for visitors to socialize with residents.

MUSEUMS: Each island has one or more museums, some depicting a special time in Hawai'i's history. There are also large and small Art Museums. Docents should interpret in such a knowledgeable way that visitors understand more clearly the history and cultures of Hawai'i.

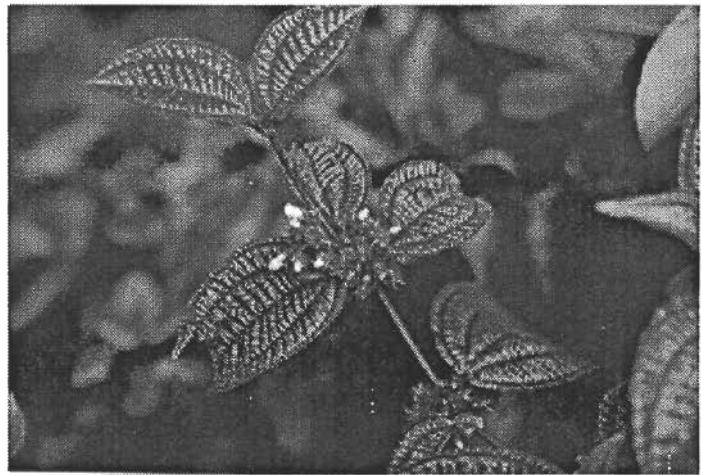
HEALTH (OLA PONO) & HEALING (HO'OLA) RESOURCES: Recognizing Hawai'i's mild climate, fresh air and pure water, many facilities provide the opportunity for peaceful restoration and healing.



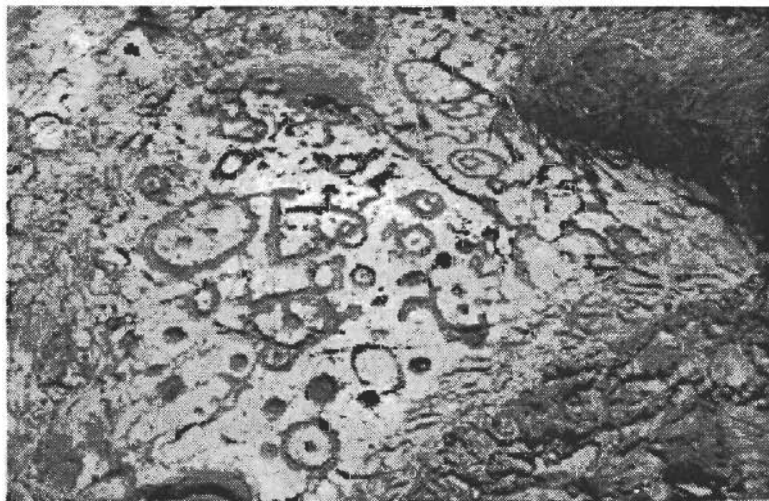
Three hardy endemic plants have managed to survive and thrive



Once almost extinct, the endemic Hawaiian Goose, nene, (*Nesochen sandvicensis*) has been restored and become quite tame



Clidemia (Koster's Curse) - an introduced species which should be eradicated - Destroy it if you see it!



Petroglyphs should only be recorded by photograph



‘IMI LOA
Seeking from Afar

‘IMI LOA

Seeking from Afar

O ke aloha ke kuleana o kahi malihini.

Love is the host in foreign lands.

Hawai‘i has been hosting and satisfying visitors from all over the world for almost a century. Early in the 1900's, the Chamber of Commerce formed a committee which became the Hawai‘i Tourist Board. Its purpose was to market Hawai‘i as a visitor destination. After World War II the Hawai‘i Tourist Board was re-named Hawai‘i Visitors Bureau. The budget for the Bureau has grown from a few hundred thousand dollars to the millions which are now provided by the State legislature. Private funds still contribute to the budget, but overwhelmingly the Bureau is now supported by tax dollars. Its purpose is still to market Hawai‘i as a visitor destination. Recently the title of "Convention" has been added, and it is now commonly identified by its acronym "HVCB."

At the same time, the visitor count has grown from just over a million in 1967 to almost 7 million in 1997. The infrastructure of hotels, roads, water systems, and the like has thus far been able to keep pace with this phenomenal growth.

However, the profile of the visitor is changing. No longer satisfied with simply creature comforts, many travelers are now looking for a more meaningful experience. While visitors still enjoy the warmth, weather and beauty of the islands, beyond that they are looking for a closer and more rewarding association with the natural environment and the people.

Travelers in general may be divided into four categories, depending on their interests and expectations:

- 1) Casual travelers seek only creature comforts, and so are virtually unconcerned with the surroundings. As long as the weather holds, the service is adequate, and the food is good, this type of traveler will be satisfied with the experience. There are many destinations throughout the world which would suit the casual traveler. Hawai‘i is often chosen because it has a good track record of providing amenities to visitors, as well as offering a variety of accommodations.

- 2) Curious travelers seek an unusual experience, something different from what they do at home. They are usually first-time visitors to Hawai‘i. They will probably take structured tours where they are lectured about the people and places they are seeing. While they may be aware of the environment, they are not especially concerned about it. They are also not particularly physically active. Usually, the curious traveler will be

"taken" with the islands, and will start planning a return trip soon after returning home.

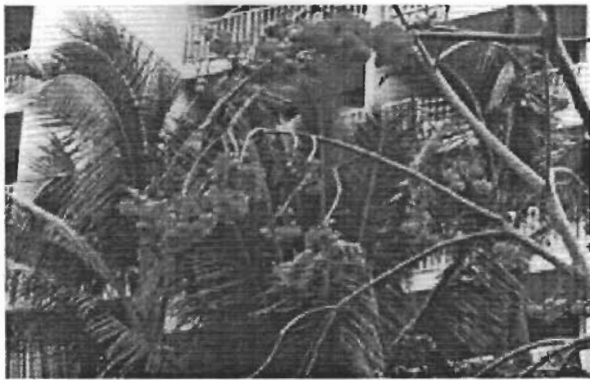
3) Serious travelers study first about Hawai'i, its history and culture. They know what they want to see and do. They are aware of the fragile nature of the environment and the cultural resources of Hawai'i. Serious travelers may hike to the places they want to see. They are somewhat physically active, but not particularly interested in becoming involved with, or contributing to, local situations and problems.

4) Ideal ecotravelers are also serious travelers, but with the added characteristics that they want to explore the natural and cultural environment of the place, and leave it as good or better than they found it. They recognize where they can contribute to the sustainability of the place. In their relationships with the local people, they are respectful of the culture, while at the same time wanting to learn more about it. Ecotravelers contribute to the general welfare by purchasing locally-made goods, and supporting local institutions.

Hawai'i has the opportunity to make its ecotourism marketing appeal to any one of the four types. This is true because of the multitude of natural settings available, and the great variety of people who make this their home. The mountains beckon the most hardened hiker; the clear, clean ocean provides an environment for drifting on the surface or exploring the strange colorful depths; simple historic walks satisfy the curious; and the simple pleasures of surf and sand require only a short walk out the hotel door. Accommodations range from a wilderness tent to a \$1000 a day penthouse, and the choice of food ranges from a can of tuna to the finest of steaks.

A profile of the ecotraveler as compiled by The Ecotourism Society in 1998 ("Ecotourism Statistical Fact Sheet"), reveals the following characteristics of ecotourists:

- "...they are 35-54 years old, although age varied with activity and other factors, such as cost.
- ...they are 50% female and 50% male, although clear differences by activity were found.
- ...82% were college graduates, a shift in interest ... to those with less education ... indicating an expansion into mainstream markets. (Previous studies showed that ecotravelers were mostly in the post-graduate level.)
- ...there were no major differences between general tourists and experienced tourists. (Experienced tourists = Tourists that had been on at least one "ecotourism" oriented trip.)
- ...a majority (60%) of experienced ... respondents ... prefer to travel as a couple, (while) only 15% ... preferred to travel with their families, and 13% preferred to travel alone.



Accommodations range from high rises surrounded by lush gardens...



...to Polynesian-style lodges located by the lagoon
home of native birds



- ...the largest group of experienced ecotourists (50%) ... preferred trips lasting 8-14 days.
- ...the largest group of experienced ecotourists (50%) ... were prepared to spend \$1001-1500 per trip.
- Experienced ecotourists' top three responses (for Important Elements of trip) were (1) wilderness setting, (2) wildlife viewing, (3) hiking/trekking.
- Experienced ecotourists' top two responses (to Motivations for next trip) were (1) enjoy scenery/nature, (2) new experiences/places."

Ecotourists know where they are going, why they are going there, and what they expect to gain from the experience. They have studied about the place before leaving home, are familiar with the traditions of the place, and want to leave with a feeling of fulfillment, having contributed to the betterment of the place in one way or another.

World wide statistics show that the total number of travelers, probably 7-10%, are what would be termed "ecotourists." Future plans for Hawai'i's ecotourism marketing should probably be based on that percentage. This may be called a "niche market", but it is a very important and potentially lucrative one.

1996 HVCB figures indicate total arrivals of all visitors as 6,876,140. Of this, 54% were from US (3,726,540), 35% were from Asia (2,397,470) 5% from Canada (327,200), and 4% from Europe (261,160). (Arrivals from Oceania and "others" have been omitted.) A potential 10% of those arrivals could be ecotourists, or a total of 687,614, a number worth targeting.

Additionally, the average length of stay for ecotourists is longer (8-14 days) than the average length of stay of the total of tourists in general (8.66 days). Ecotourists spend about the same amount as all tourists (approximately \$150 per day).

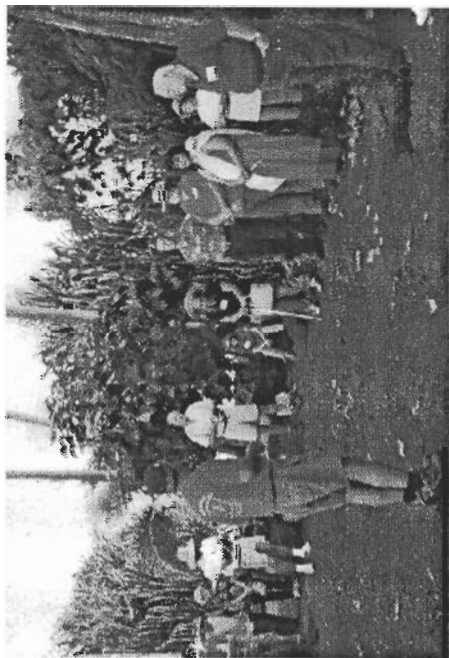
With those facts as background, how might Hawai'i be positioned as an ideal eco-destination? Potential ecotourists, having done their research and made their decision as to where they want to go, have also developed expectations. Not only do we have to be aware of those expectations, but we need to equate them with our ability to provide the eco-experience. Our resources are fragile, our environment is vulnerable, and our carrying capacity is limited at any time, the ratio of resident to visitor being 10 to 1. This latter proportion has the potential of periodically straining the bounds of hospitality.

The land, ocean and air around Hawai'i provide the physical setting for any visitor experience, with "beauty" as the common thread to all. This is probably the first characteristic that any tourist would look for in a destination. Further, they assume the destination will be clean and safe. Thus far, we can assume that beauty, cleanliness and safety would be the basic expectations for any traveler.

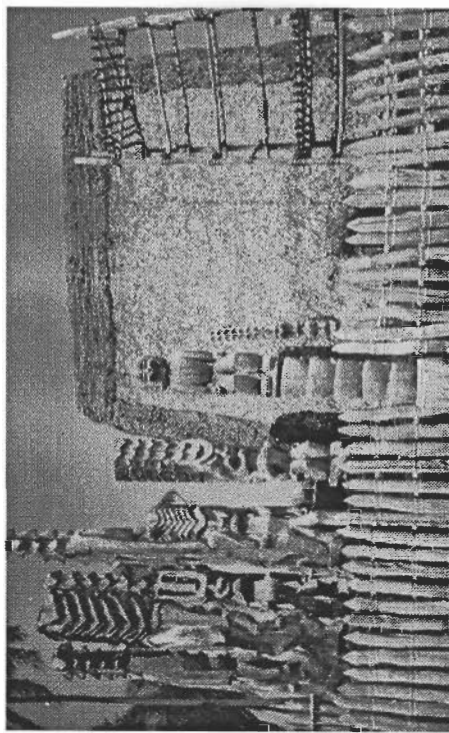
Here, those whom we call ecotourists begin to show a difference from the general tourist. For ecotourists want to be actively involved in the destination, physically and/or mentally. Some want to hike, snorkel, whale and bird watch. Others may immerse themselves in the culture by participating in festivals, study groups, museum activities or others. Ecotourists want presentations to be interesting, accurate and thought-provoking; they want to benefit by the experience, but they don't feel comfortable unless they contribute. This may take the form of helping with trail maintenance, cleaning beaches and inshore waters, or contributing financially to an appropriate local or national cause.

And ecotourists differ in the first place by choosing a location which is ecologically-oriented. Recycling, proper waste removal, water and other types of conservation, and use of solar power are a few of the factors that will influence choice. Having met these determinants, ecotourists may select an elegant resort, or may prefer the wilderness life of tenting in the open.

In relationships both with people and places, ecotourists expect to leave them better than they found them. The trail has been manicured and left free of impediment. The reef has not felt the impact of wayward feet. The community understands better the far-away places their visitor has come from, and has probably benefitted from expanded knowledge. Ecotourists purchase appropriate mementoes of the place, the community benefits financially, and a mutual respect has been fostered.



Groups are oriented to the people and places they will encounter



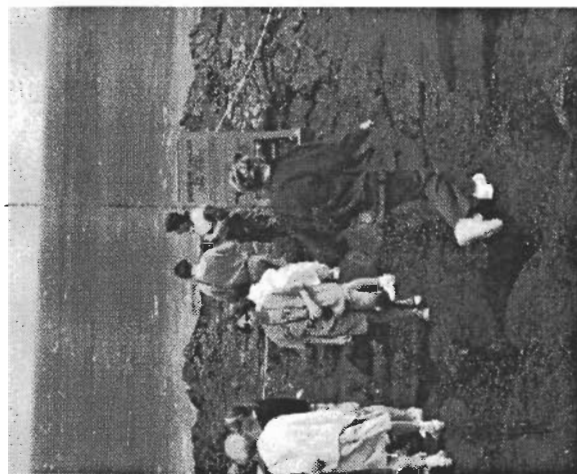
Hikers can come upon an ancient sacred place and should approach with respect



Ecotourists are interested in native foods



Some ancient sacred places are still maintained and should not be entered



Signs advise keeping a safe distance from the volcano

Suggestions for Developing Interpretation Techniques:

Understand that people choose to have a guide because the destination has established an image of interest and integrity and they feel that the guide will reflect that integrity.

Preparation for the activity: If possible, provide written information about your activity ahead of time.

- Do your homework and organize your thoughts so you are prepared with authentic, accurate information.
- Keep the group small so you can communicate easily.
- Be friendly, pleasant and casual; create a harmonious atmosphere; instill a feeling of confidence in yourself. Put on a happy face.
- Couch warnings (about weather, insects, ocean) in positive language: stay with the group, always go in pairs, etc.
- Check your appearance. It should be appropriate for the day's activities.
- Firmly set guidelines and parameters of all activities.
- Start on time.

Analysis of Group:

- Identify children, seniors, handicapped, foreigners and be prepared to work with them individually as necessary.
- See that they all have proper attire.
- As you go along, understand the interests, strong points and talents, and possible limitations of the group.
- Educate and inspire participants, don't just talk or recite a prepared presentation.
- Give them the information to enable them to discover things for themselves.

The Presentation:

- You may sometimes feel overwhelmed, having to lead the group, educate them, entertain and sometimes nurse them, but you'll become accustomed to it. You have a variety of roles and you have to know when to adjust the presentation.
- Be sure your knowledge is accurate and pertinent.
- Your language should be clear with appropriate gestures. Maintain "roving eye contact" - look at all the people at one time or another.
- Be approachable and available for questions, and don't laugh if they seem funny. Answer them accurately. If you don't know the answer, tell them you'll look it up and get the answer to them.
- Make use of their knowledge. Ask them questions and share their knowledge with the group.
- Have people go away enriched and enthusiastic.



I OLA KA HONUA
So that the Earth will Live

I OLA KA HONUA
So that the Earth will Live

"Astronaut looked out at Earth and saw one remaining paradise"

Headline in The Honolulu Advertiser - March 1998

The article which followed told of a meeting between Astronaut Charles Brady Jr., who had just returned from a trip into space, and Mike Wilson, Chairman of the Hawai'i Department of Land & Natural Resources. Mike said, "... he could see how vulnerable the earth is. But the one place that gave him hope ... was Hawaii. It looked as big as his hand, a patch of green and it floated out in the middle of the biggest wilderness in the world ... the Pacific Ocean."

"one remaining paradise" ... with all the other places he must have seen, Hawai'i stood out as a "patch of green."

While it is extremely flattering to be recognized in this manner, Hawai'i must not forget the keen competition posed by other destinations promoting their environmental attributes. In order to remain globally competitive, Hawai'i must be aware of ecotourism activities in other destinations. The following is a report of the results of a survey conducted of competing eco-destinations.

Survey of Other Ecotourism Destinations

We attempted a survey of over 100 eco-destinations. While 33 responses were received, it was inconclusive, primarily because of the lack of agreement on the definition of "ecotourism." The object of the survey was to gather information as to other countries' recognizing ecotourism in general, and specifically their concept of training and certification of ecotour guides. This revealed that most responding countries do in fact recognize and market ecotourism in varying degrees. They have training for ecotour guides of some sort, either by the government or by individual private companies. In some cases this may lead to certification. Most destinations who responded have a serious concern about the environment and have taken some kind of official action towards its protection.

The above information was augmented with articles in periodicals and resources on the world wide web.

The highlights of the survey:

Facts about Alaska were provided by a representative of a trade association which encourages ecotourism principles. Individual companies have their own training programs. The state mentions ecotourism in some of its marketing. The government does not regulate guides, nor do they have a training program.

One of the most outstanding eco-destinations is Australia, which in 1994 published a definitive "National Ecotourism Strategy" dealing with a definition, impacts, issues and implementation of ecotourism. A change in administration has somewhat changed the direction of the strategy, but Australia probably leads the world in recognition of the value of ecotourism, its marketing, and ecotourism training. Each state has developed its own ecotourism plan, and education deals with ecology and tourism from high school up through degree and post-graduate courses. Training is provided specifically for guides. The aboriginal people are recognized as a unique culture, and are encouraged to share their history and customs.

Belize, with its colorful variety of many animal and bird species, requires mandatory training for guides, administered jointly by representatives of private industry and the government.

Brazil encourages certification which indicates official status awarded by the Brazilian Tourist Board.

Costa Rica is recognized as one of the most advanced ecotourism destinations in the world. More than a quarter of the country has been set aside in conservation, as ecotourism ranks as the number one source of income. In most cases, each company trains its own guides. There is also a group of non-governmental organizations which has developed a three-month course for training guides.

Denmark believes that sustainable tourism must be based on the sustainable development of the total community. The government emphasizes the conservation of the environment. The Danish Outdoor Circle is developing the label "Green Destination" to recognize sustainable communities. "Nature Guides" or "Green Guides" are recommended but not certified. Environmental Attachés in the various Danish embassies provide environmental assistance in the countries where they are stationed.

In England a private group has initiated a training program with high environmental standards for guides and managers. The British business point of view is to spend money on training rather than marketing. British Airways, as a Green Leaf member of the Pacific Area Travel Association, distributes environmental tips to passengers regarding litter, conservation of resources, and recycling.

The Fiji Tour Guide Association organizes their own training and certification.

India is developing guidelines which will become mandatory for accreditation as an ecotour guide. At a recent PATA (Pacific Area Travel Association) meeting in June 1998, many of the participants signed an Environmental Pledge consisting of strict environmentally-friendly activities.

Nepal has felt the impact of its phenomenal growth because of the world-wide interest in mountain climbing and trekking. The Annapurna Conservation Area Project has been instituted to deal with environmental and accultural problems. There is no interest or involvement by the government.

New Zealand has long had the "Clean Green" label. Ecotourism is considered as a niche market, but there are no training or certification programs for guides.

The whole country of Scotland is marketed as an ecotour destination. There is rigorous training for guides, known as "Blue Badge Guides," who are employed by all reputable agencies. The Tourism and Environment Initiative has just published a guide for businesses called "Going Green," an exhaustive guide for keeping business operating on an environmentally-friendly basis.

Thailand promotes ecotourism as a special type of tourism. Private companies have their own training programs and standards. The government has no regulations.

Venezuela promotes ecotourism at its national parks, and has developed a country-wide ecotourism plan. There is no special training except for park rangers and guides. One program works to orient the community to tourism in general.

Zimbabwe markets ecotourism aggressively. Highly trained guides are certified by the government.

AND TO PURSUE THE "NICHE" MARKET:

Hawai'i certainly has the potential to compete with other eco-destinations. Ecotourists expect to find conservation of resources, appropriate care and recycling of wastes, use of alternate energy resources and similar eco-practices. Ecotourists hope to find people with whom they can associate to their mutual benefit. These are today's guidelines by which a destination can expect to retain its sustainability.

Further, sustaining the environment requires a partnership of the community and local, state and federal governments. The community must work closely with the relevant government entities to ensure that policies, regulations and laws reflect the public interest of environmental protection and sustainability. In developing and promoting ecotourism activities, it is the responsibility of all affected stakeholders to assure that such activities are non-threatening to the environment, minimize adverse impacts on residents, and generally contribute to the betterment of the community as a whole.

Above and beyond this, the people of today's Hawai'i are fortunate to be able to share the added traditional value of **mālama**, a caring for all that is in and around the islands.

If the life of the land (**ke ea**) is to be sustained (**ua mau**), all things impacting it and its people (**ka 'āina**) should be right and proper (**pono**).

TELEPHONE RESOURCES FOR ECOTOUR OPERATORS

Resources are listed as federal, state, county or non-governmental agencies.
Under each category, they are further listed by island.

FEDERAL

(Dept. of Commerce)

Weather Service

<u>Kaua'i</u>	245-6001
Marine	245-3564
<u>O'ahu</u>	973-4380
Marine	973-4382
<u>Maui</u>	877-5111
Marine	877-3477
Haleakalā	871-5054
<u>Lana'i</u>	565-6033
<u>Moloka'i</u>	552-2477
<u>Hilo</u>	935-8555
Island	961-5582
Marine	935-9883

(Dept. of Interior)

Fish & Wild Life

<u>Kaua'i</u>	828-1413
<u>O'ahu</u>	541-2749
<u>Maui</u>	875-1582
<u>Hawaii</u>	933-6915

(Dept. of Interior)

National Parks

<u>Hawaii</u>	
HVNP	985-6000
Pu'u'honua	328-2326
Koholā	882-7218
Kaloko	329-6881
<u>Maui</u>	
Haleakalā	572-9306
Weather	871-5054

National Marine

Fisheries Serv. 943-1221

Hawn. Islands

Humpback Whale

National Marine

Sanctuary

O'ahu 541-3184

Maui 879-2818

Kaua'i National

Wild Life Refuge

Kilauea Point 828-1413

Env. Prot. Agency 541-2710

STATE

Dept. of Land &

Natural Resources

Aquatic Resources

Kaua'i 274-3344

O'ahu 587-0100

Maui 243-5294

Hawaii 974-6201

Boating

Information 587-1882

Kaua'i 245-8028

O'ahu 587-1973

Maui 243-5524

Hawaii 329-4997

Camping (State Parks)

Kaua'i 274-3444

O'ahu 587-0300

Maui 984-8109

Hawaii 974-6200

Conservation & Resources

Enforcement

Kaua'i 274-3521

O'ahu 587-0077

Maui 984-8110

Hawaii 974-6208

Fishing, Fresh Water

License 587-0109

Forestry & Wild Life

Kaua'i 274-3433

O'ahu 587-0166

Maui 984-8100

Hawaii 974-4221

Hiking

Na Ala Hele 587-0166

Kaua'i 274-3433

O'ahu 587-0051

Maui 871-2521

Hawaii 974-4217

Hunting Licenses

Info. 587-0171

State Parks

587-0300

U.H. Sea Grant

Extension Serv.

956-2866

Dept. of Bus. Dev.

& Tourism 586-2550

Dept. of Labor

586-8670

COUNTY

O'ahu

Camping & Picnic

Info. 523-4385

Permits 523-4525

Hono. Botanical

Garden (Foster)

522-7065

Ho'omaluhia

Koko Crater

Botanical Garden

Wahiawa Botanical

Garden 621-7321

Maui

Parks & Rec.

243-7230

Hawai'i
Parks & Rec. 961-8311
Camping Permits 961-8311

Kaua'i
Info. 241-6303
Parks & Rec. 241-6670
Reservations 241-6660

NON-GOVERNMENTAL
ORGANIZATIONS

Kaua'i
Kaua'i Hist. Soc. 245-3373
Kaua'i Museum 245-6931
Koke'e Natural
Hist. Museum 335-9975
Nat'l. Trop. Bot.
Gardens 332-7361
Waloli Mission 245-3202
Hse. Museum
Olo Pua Gardens 332-8182

O'ahu
Aloha Wk. Hdqtrs. 545-1771
Bishop Museum 847-3511
Foster Garden 522-7065
Greenpeace Fdtn. 263-4388
Hanauma Bay 396-4229
HI. Ecotourism
Assn. 235-5431
HI. Maritime Ctr. 523-6151
HI. Nature Ctr. 955-0100
HI.'s Plantation
Village 677-0110
HI. Trail &
Mountain Club
HI. Vis/Conv.
Bureau 923-1811
Hawn. Hist. Soc. 537-6271
Honolulu Acad.
of Arts 532-8701
'Iolani Palace 522-0822
Lyon Arboretum 988-3177
Mission Houses
Museum 531-0481
Moanalua 839-5334
Gardens Fdtn.
(The) Nature 537-4508
Conservancy
Polynesian Cult.
Center 293-3000
Polynesian Voy.
Society 547-4172

Queen Emma 595-3167
Summer Palace
Sea Life Park 259-7933
Sierra Club 538-6616
Wahiale Bot.
Garden 621-7321
Walkiki 923-9741
Aquarium
Waimea Valley 638-8511
Adventure Park

Maul
Baldwin House 661-3262
Museum
Hana Cultural 248-8622
Center
HI Nature Center 244-6500
Iao Valley
HI Wildlife Fund 667-0437
Kula Bot. Gardens 878-1715
Lahaina 661-3262
Restoration Fund
Lahaina Whaling 661-4775
Museum
Maul Hist. Soc. 244-3326
Bailey Museum
Maul Ocean Cent. 875-1962
Moloka'i Museum 567-6436
& Cult. Center
Pacific Whale 879-8860
Trop. Gdns.Fdtn. 244-3085
Whale Center of 661-5992
the Pacific

Hawai'i
Ellison Onizuka 329-3441
Space Museum
Greenwell Ethno- 323-3318
botanical Garden
HI Natural Hist. 967-7604
Assn.
Hulihe'e Palace 329-1877
Kona Hist. Soc. 323-3222
Lyman House 935-5021
Museum
Mauna Kea Obs. 935-3371
Support Serv.
Onizuka Center 935-7606
Intl. Astronomy

BIBLIOGRAPHY

- Attix, Shelley A., Ecotourism Directory of Market Resources, Leeward Community College, Honolulu, 1992
- Bushnell, Sherry, Ecotourism Planning Kit, Pacific Business Center, U. of Hawai'i, 1994
- Ceballos-Lascurain, Hector, Tourism, Ecotourism and Protected Areas, The World Conservation Union (IUCN), Switzerland, 1996
- Center for Tourism Policy Studies, U. of Hawai'i, Ecotourism Opportunities for Hawai'i's Visitor Industry, U. of Hawai'i School of Travel Industry Management, 1994
- Cuddihy, Linda W. and Stone, Charles P., Alteration of Native Hawaiian Vegetation, U. of Hawai'i Cooperative National Park Resources Study Unit, Honolulu, 1993
- Culliney, John, Islands in a Far Sea, Sierra Club Books, San Francisco, 1988
- Eagles, Paul et. al., Ecotourism (Annotated Bibliography), The Ecotourism Society, 1995
- Ecotourism Society, The Marine Ecotourism Information Package, No. Bennington, Vt., 1998
- Ecotourism Society, The Responsible Travel Guidelines Collection, No. Bennington, Vt., 1998
- Hawai'i Visitors & Convention Bureau, HVCB 1995 & 1996 Research Report, Honolulu, 1997
- Hay, John, Ecotourism Business in the Pacific, U. of Auckland/East West Center, 1992
- Lewis, William J., Interpreting for Park Visitors, Eastern Acorn Press, Philadelphia, 1980
- Lindberg, Kreg, Policies for Maximizing Nature Tourism's Ecological and Economic Benefits, World Resources Institute, 1991
- Lindberg, Kreg, et. al., Ecotourism in the Asia-Pacific Region, U. S. Department of Agriculture, 1998
- Liu, Dr. Juanita C., Pacific Islands Ecotourism, Pacific Business Center, U. of Hawai'i, Honolulu, 1994
- Pond, Kathleen Lingle, The Professional Guide, Van Nostrand & Reinhold, New York, 1993
- Pukui, Mary Kawena, & Elbert, Samuel H., Hawaiian Dictionary, U. of Hawai'i Press, Honolulu, 1985
- Pukui, Mary Kawena, Ōlelo No'eau, Bishop Museum Press, Honolulu, 1983
- State of Hawai'i, Dept. of Business, Economic Development & Tourism, 1995 Data Book
- Stone, Charles P. & Pratt, Linda W., Hawai'i's Plants & Animals, Hawai'i Natural History Assn. & U. of Hawai'i, 1994
- Touche Ross Management Consultants, Environmental Action Pack for Hotels, International Hotel Association, 1995
- U. S. Department of Commerce, Pohnpei State Government & Pacific Business Center, U of Hawai'i, Ecological Tourism & Small Business in the Pacific, U. of Hawai'i, 1991
- Wenkam, Robert, Green Guide to Hawai'i, Country Roads Press, Castine, Maine, 1993
- Wyban, Carol Uraki, Tides & Currents, U. of Hawai'i Press, 1992
- Ziffer, Karen, Ecotourism - The Uneasy Alliance, The Ecotourism Society, 1989

Hawai'i Ecotourism Association

The Association is a non-profit educational organization whose membership represents travel businesses, government agencies, non-profits, environmental organizations and individuals - all working together to guide the development of ecotourism in Hawai'i.

Its goals include effective communication, education, promotion of conservation and sustainable resources, and supporting volunteerism among its members. It encourages longer visits and multi-island itineraries.

In response to current trends reflecting a change in visitor expectations, the Association's mission is to further both individual and institutional capabilities to make ecotourism a priority in Hawai'i.

Its members are primarily small businesses. They are able to provide almost any eco-activity a visitor or resident might choose. The following listing indicates the diversification of the membership.

"Clusters" of HEA Members

Air Tours/Airlines	(8)	Internet	(3)
Astronomy	(2)	Kayaks	(3)
B & B	(17)	Motor/4wheel drive	
Bird Watching	(2)	tours	(8)
Boat/Ocean Charters	(4)	Photography	(1)
Camping	(8)	Publisher	(1)
Education (esp. HI)	(9)	Research/Land Owner	
Government	(9)	Developer	(11)
Helicopters	(1)	Restaurants	(1)
Hiking	(23)	Retreats, Spas, Fitness	(4)
Historical Society	(1)	Scuba & Diving	(2)
Hotels, Resorts	(7)	Snorkeling	(7)
Individuals	(9)	Surfing	(1)
International/Mainland	(4)	Visitor Attractions	(3)
Whale Watching			(4)

As of the date of publication, Hawai'i Ecotourism Association has over 100 members. The above will not total that, as many members have 2, and sometimes 3 different activities.

MAHALO

Thanks are due to many people and organizations. All provided information and suggestions which were invaluable.

Kala mai for any omissions

The Review Committee: Dan Kinoshita, Chair
Dorothy Bremner
Curt Cottrell
Tom Enomoto
Suzan Harada
Annette Kaohelauii
Roberts Leinau
Creighton Mattoon
Rosie Napihaa
Jan Yamane

Organizations:

Department of Business, Economic Development & Tourism
Department of Labor & Industrial Relations
Department of Land & Natural Resources
The Ecotourism Society
Hawai'i Ecotourism Association
Hawai'i Visitors and Convention Bureau
Ho'omaluhia Botanical Garden
Moanalua Gardens Foundation
The Nature Conservancy
Parks Departments, All Counties

Individuals:

Shelley Attix	Kepa Maly
Patti & Bill Cook	Jim Martin
Dr. John Culliney	Louis Molina
John Diaz	Dr. William Mull
Sol Kahoolalahala	Peter Radulovic
Ed Kayton	Leimomi Ruane
Verna Keoho	Ray Tabata
Sybil Kyi	Dietrich Varez
Dr. Charles Lamoureux	Kalani Wong
Dr. Kreg Lindberg	Ka'upena Wong

"As a writer with environmental concerns, I get to do the same things today as I did when I was a kid - I get to play outside. Now, though, I get to tell everyone what I did, and to explain why this place I like to play in is so special, finite, and sacred."

William Belleville, Environmental Writer