



Hawaii's Sustainable Marine Tourism Challenges and Opportunities

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Resources**

Acknowledging Our Cultural Roots

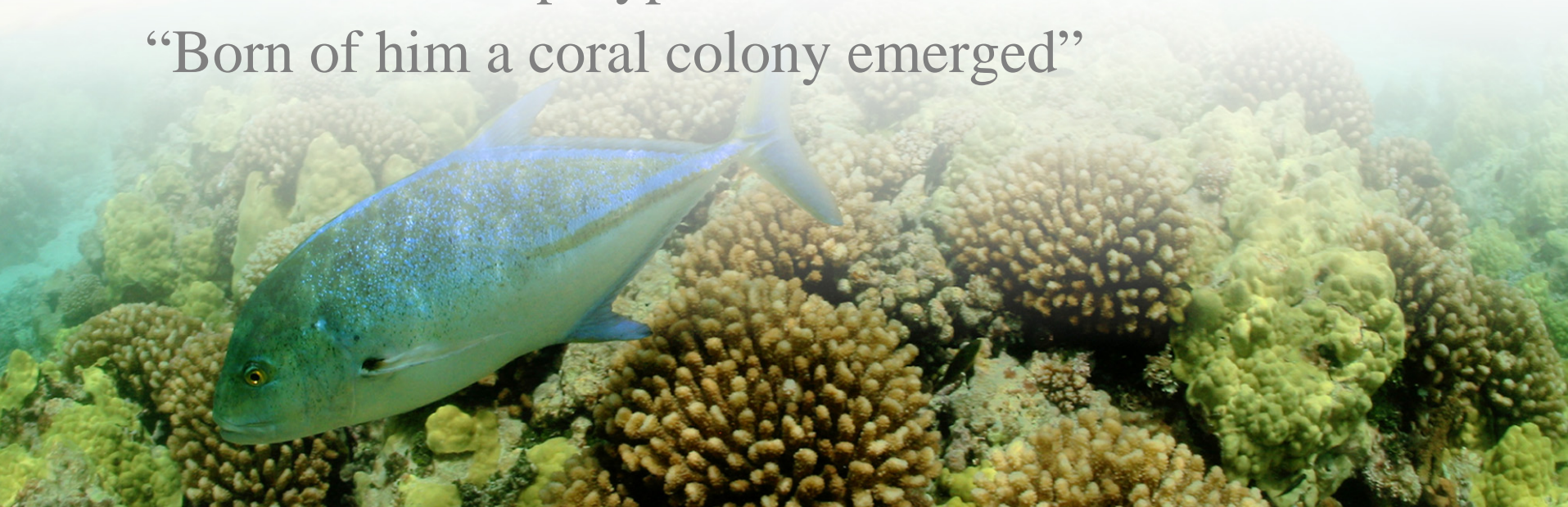
From the Kumulipo, the Hawaiian creation chant...

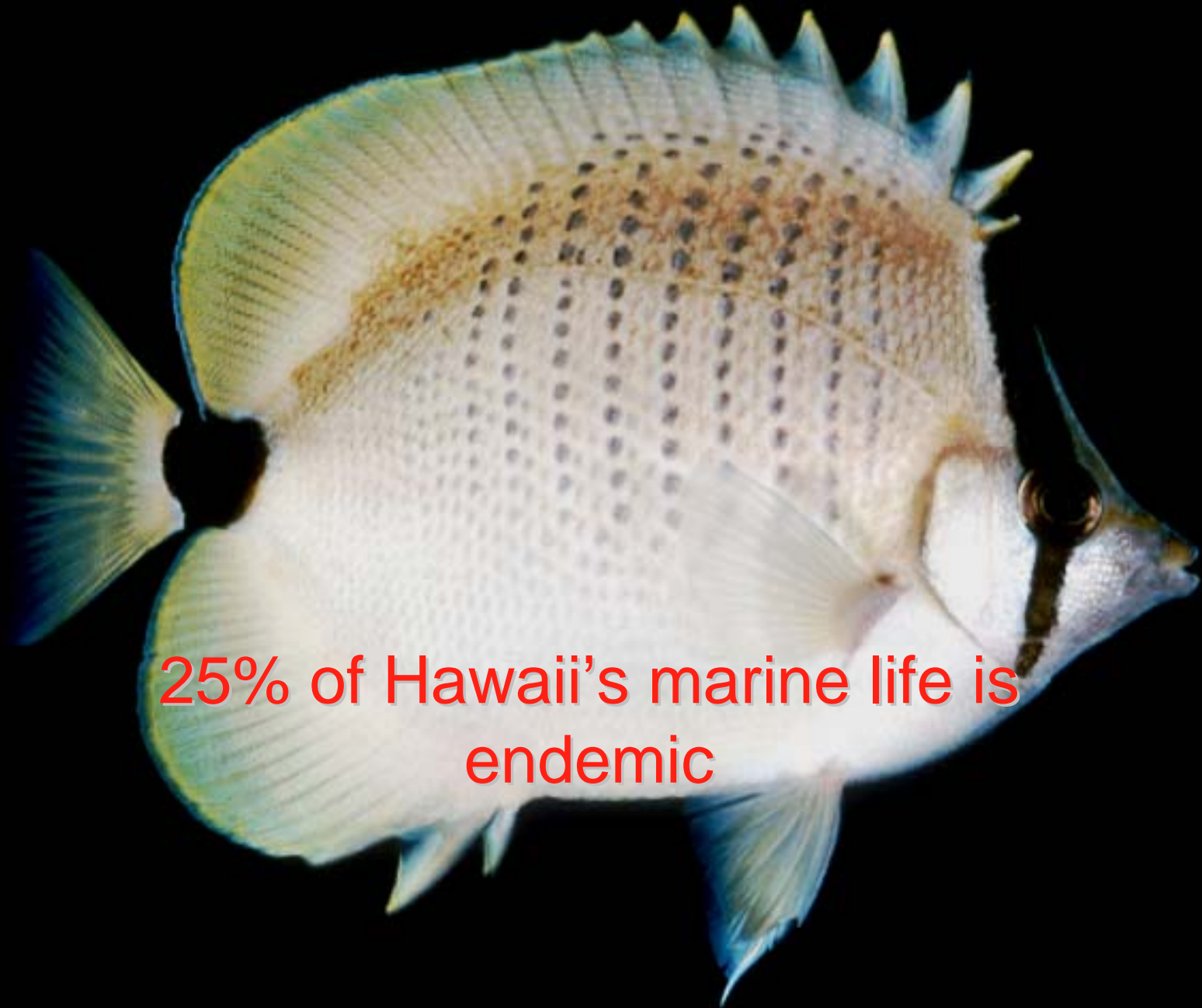
Hanau ka uka ko `ako `a

Hanau kana, he ako `ako `a, puka

“Born the coral polyp

“Born of him a coral colony emerged”





25% of Hawaii's marine life is
endemic

An aerial photograph of a dense palm tree forest, likely a coconut palm plantation, with a white gradient overlay that fades from the top to the bottom of the image. The text "Tourism Impacts" is centered in the white area.

Tourism Impacts

Hawaii Tourism Overview

- 7 million + visitors/year (~540,000/month)
- Mass market tourism the 'norm' as a mature destination
- Traditional marketing go towards getting people to Hawaii
- Ocean-based activities are not a part of main stream tourism marketing (considered a niche)
- 1,000 ocean recreation businesses
- \$800+ million in annual gross revenues
- Snorkel/scuba diving 5th most popular among visitors from the West

Value of Marine Protected Areas as Economic Assets

- Hawaii has been setting scenic areas aside as MPAs for nearly 40 years
- Recommended by all facets of tourism industry
- Marketed as 'must see' destinations
- Visitor is assured of a wildlife experience
- Easily sold as an activity
- MPA sites represent some of the largest ocean recreation destinations for that island





Hanauma Bay MLCD

Established 1967

101 acres

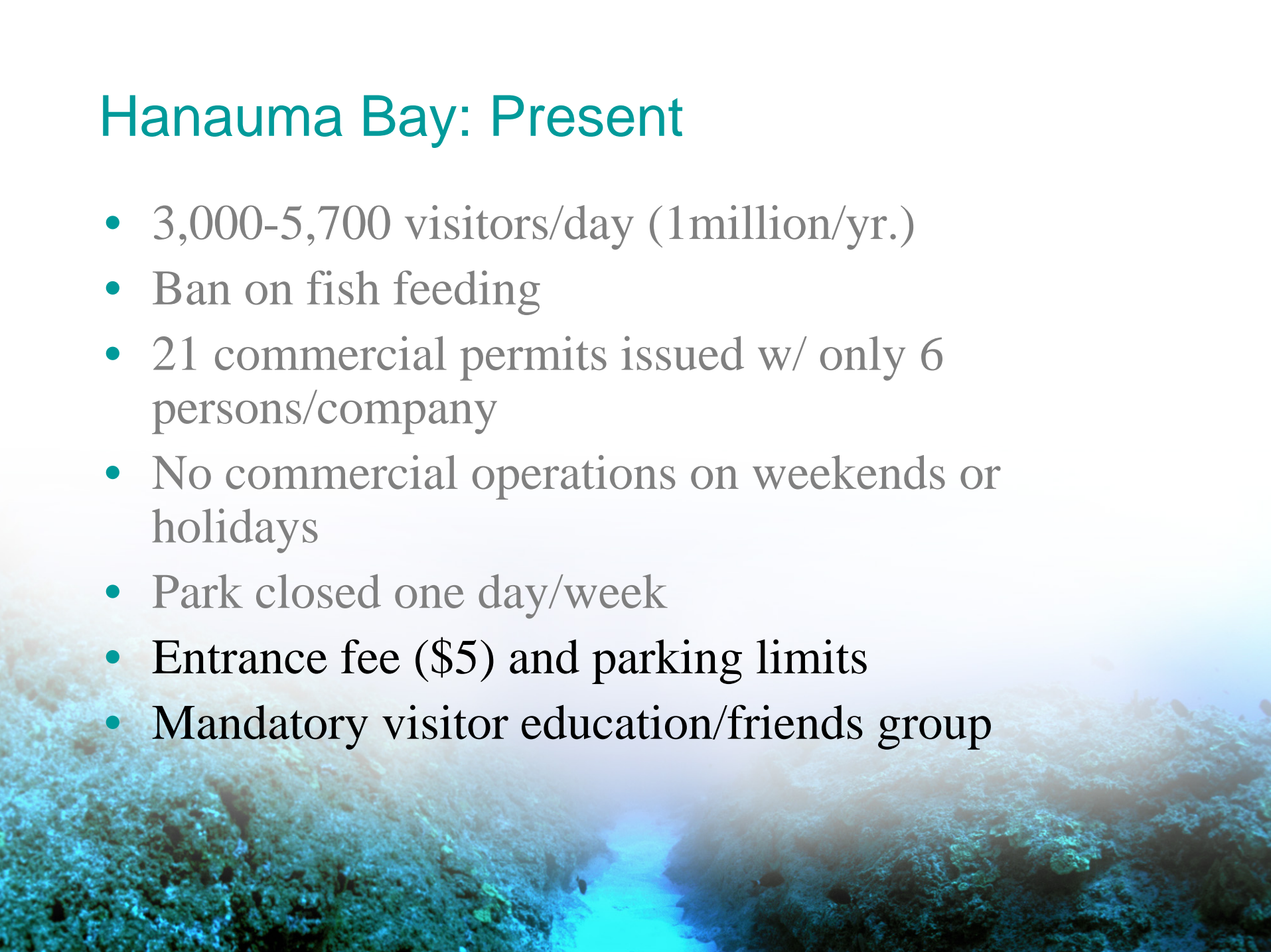
Hanauma Bay: 1988

- 3 million visitors/year
- Averaged 10-12,000 visitors/day
- 81 tour companies
- 1 busload of 42 passengers every 56 second
- Feeding fish up to 1/2 ton of bread/day



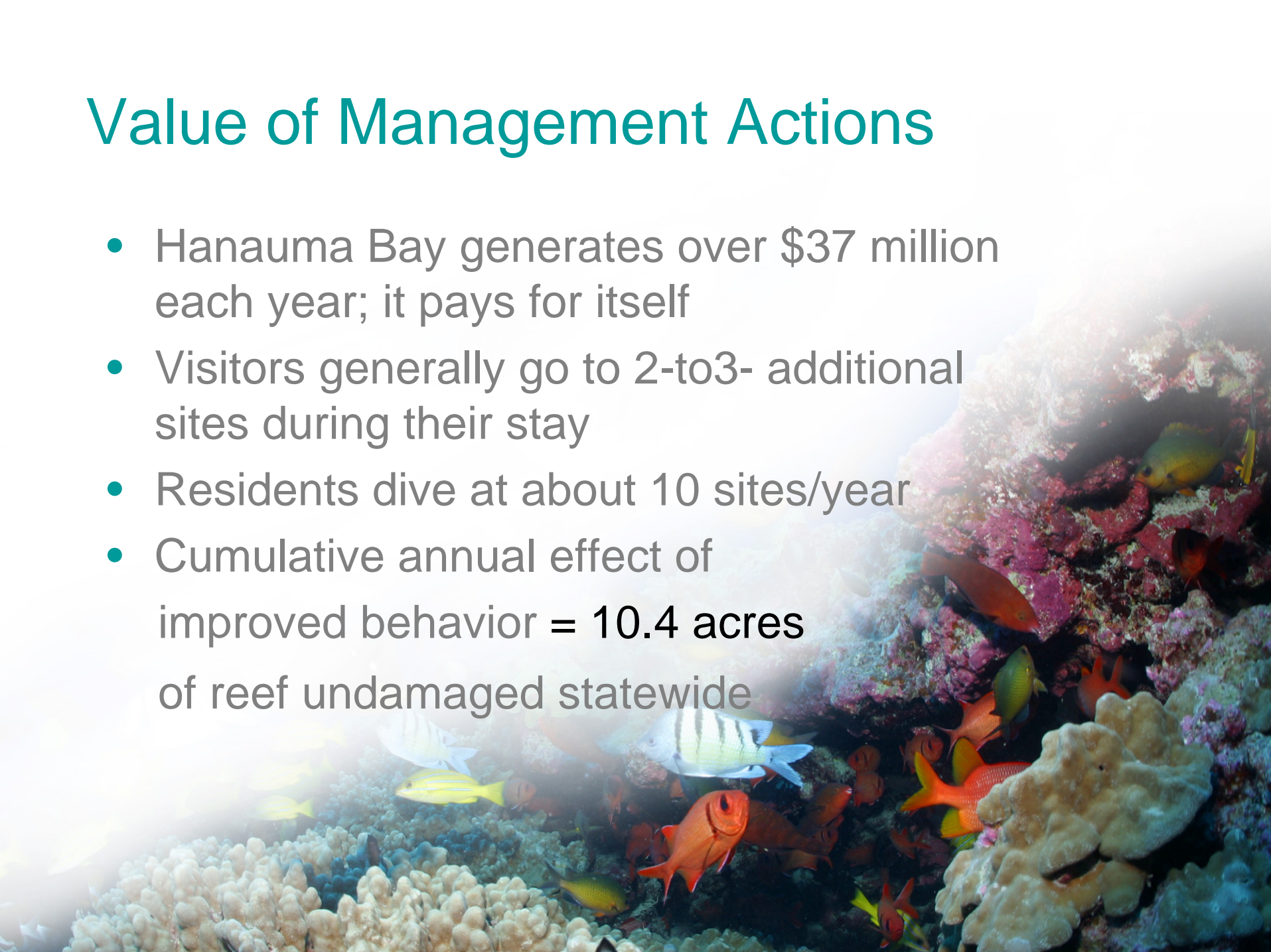
Hanauma Bay: Present

- 3,000-5,700 visitors/day (1million/yr.)
- Ban on fish feeding
- 21 commercial permits issued w/ only 6 persons/company
- No commercial operations on weekends or holidays
- Park closed one day/week
- Entrance fee (\$5) and parking limits
- Mandatory visitor education/friends group



Value of Management Actions

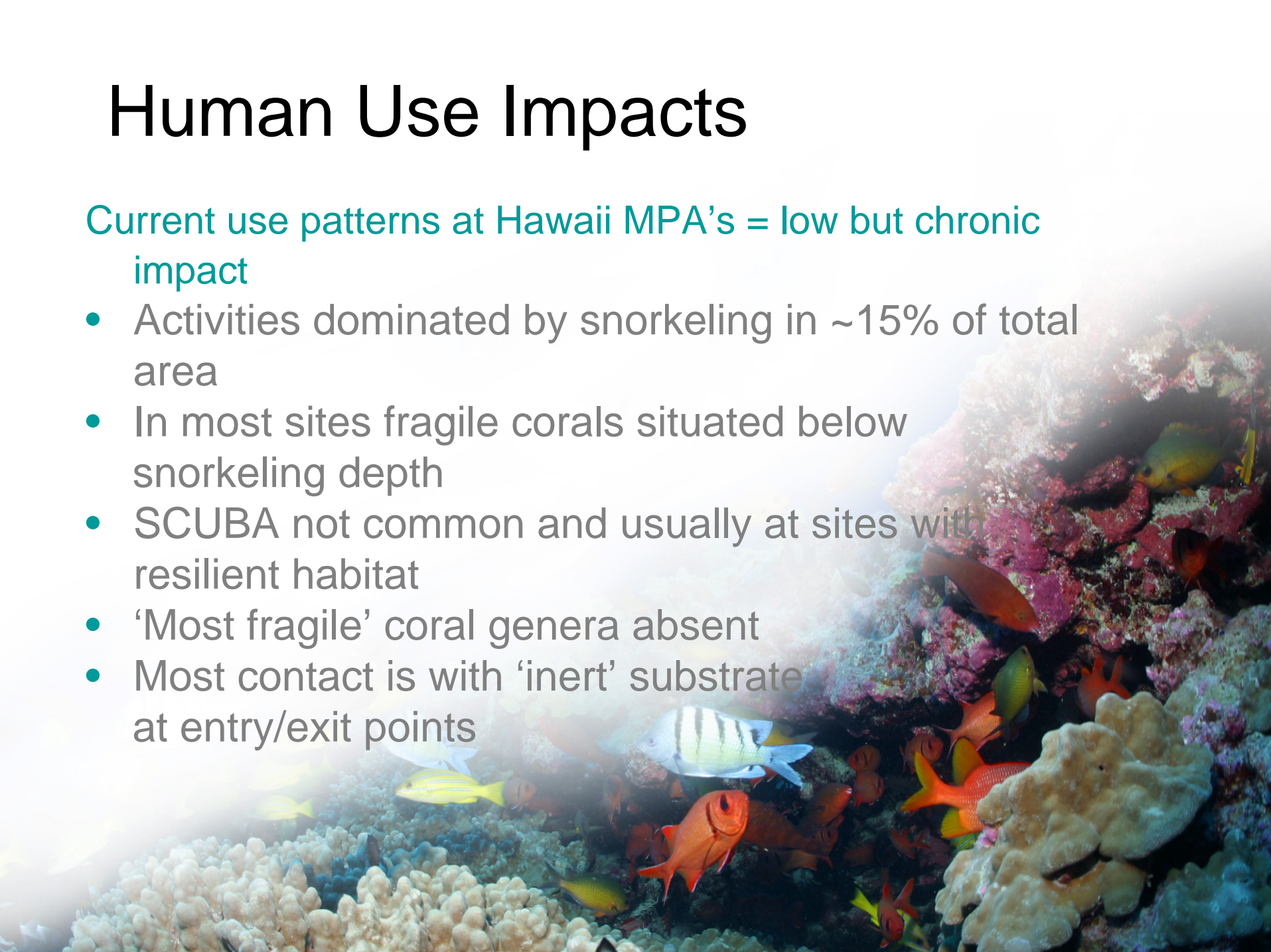
- Hanauma Bay generates over \$37 million each year; it pays for itself
- Visitors generally go to 2-to3- additional sites during their stay
- Residents dive at about 10 sites/year
- Cumulative annual effect of improved behavior = 10.4 acres of reef undamaged statewide



Human Use Impacts

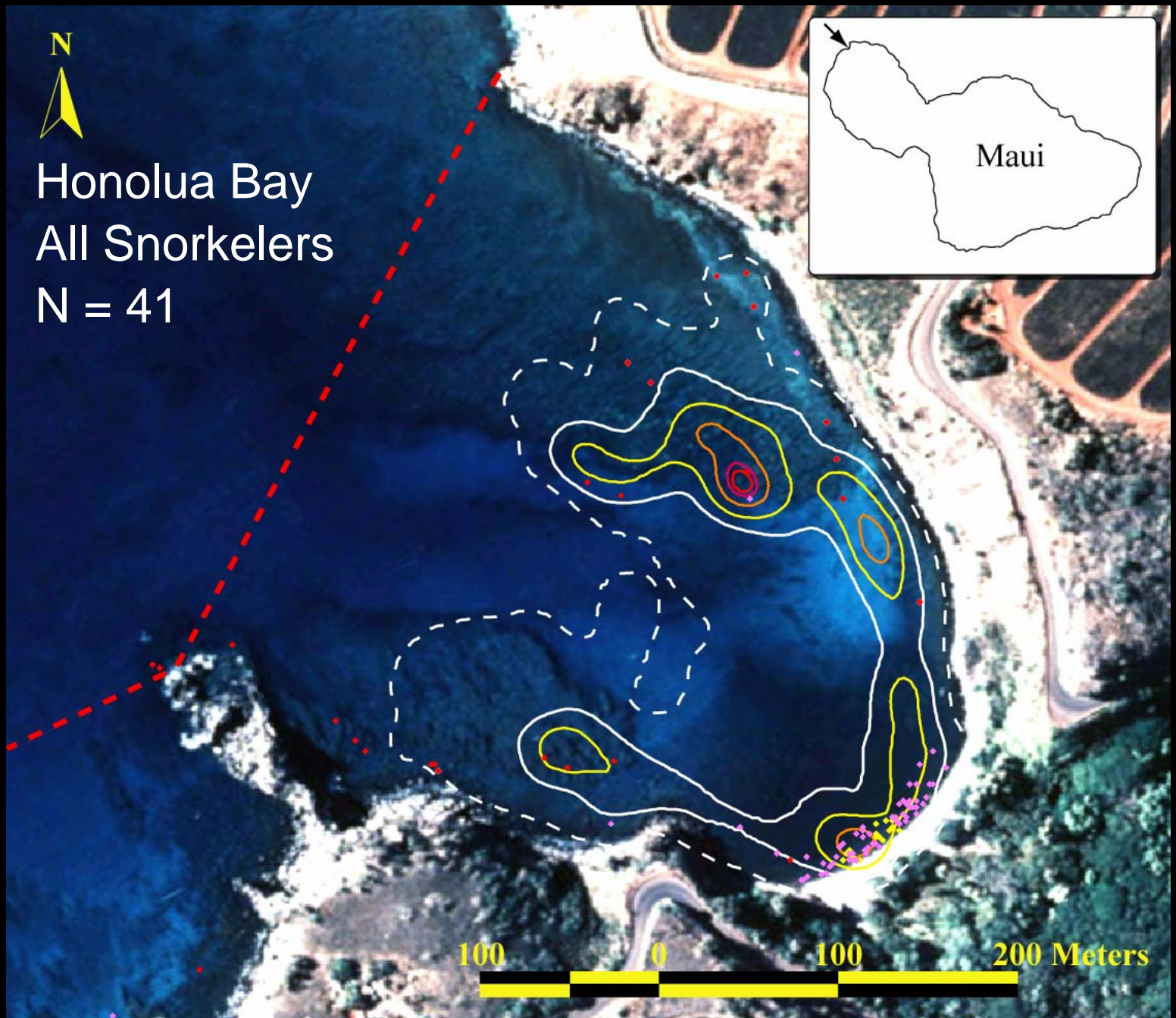
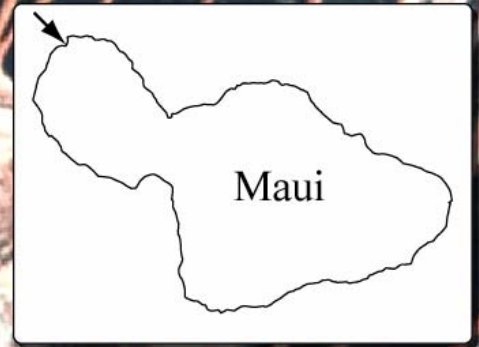
Current use patterns at Hawaii MPA's = low but chronic impact

- Activities dominated by snorkeling in ~15% of total area
- In most sites fragile corals situated below snorkeling depth
- SCUBA not common and usually at sites with resilient habitat
- 'Most fragile' coral genera absent
- Most contact is with 'inert' substrate at entry/exit points





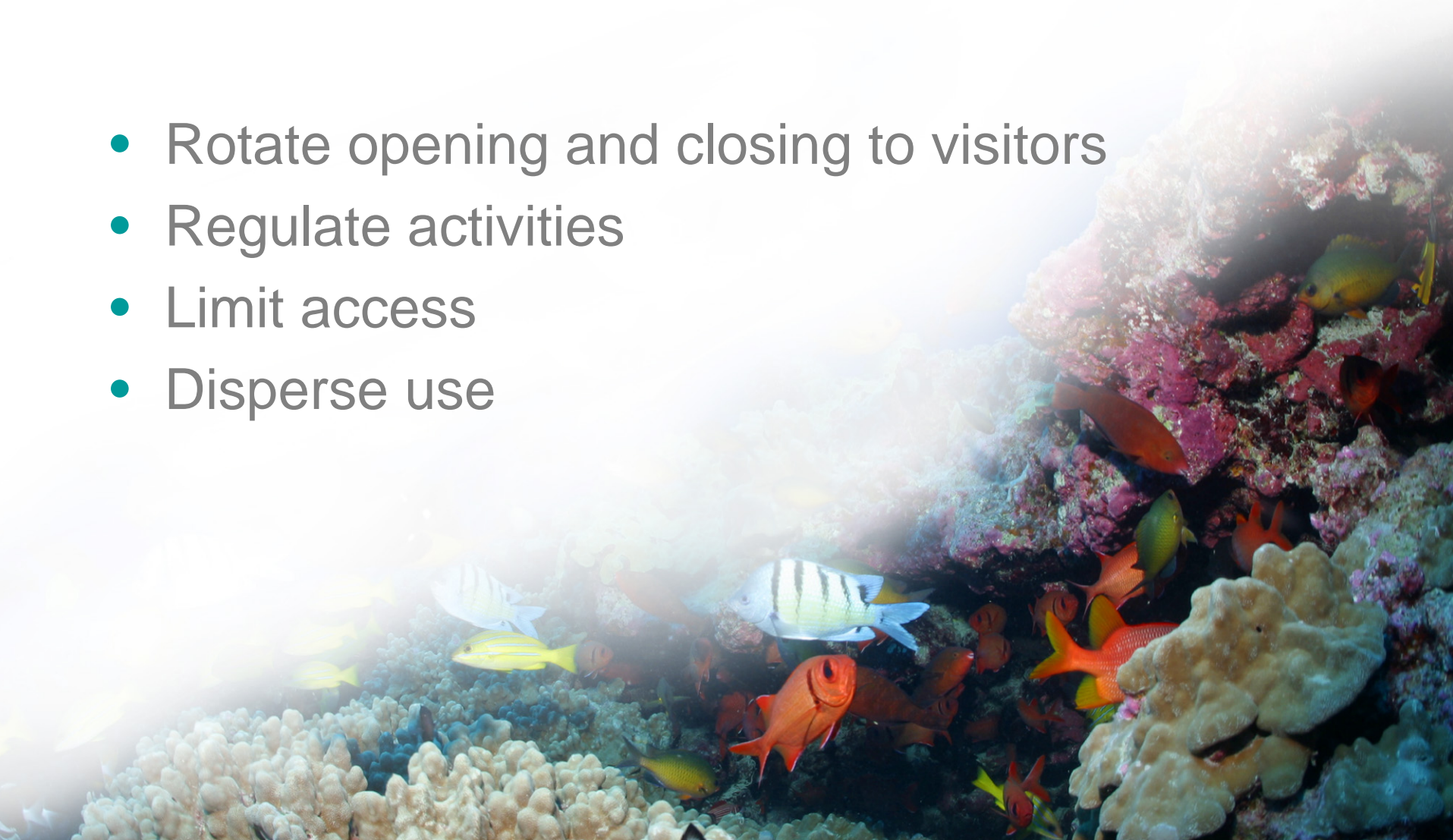
Honolua Bay
All Snorkelers
N = 41



100 0 100 200 Meters

Additional Management Actions to Consider

- Rotate opening and closing to visitors
- Regulate activities
- Limit access
- Disperse use



An aerial photograph of a dense forest of palm trees, viewed from above. The image is overlaid with a light blue gradient that fades from the top to the bottom. The text 'Community-based Management' is centered in the lower half of the image.

Community-based Management

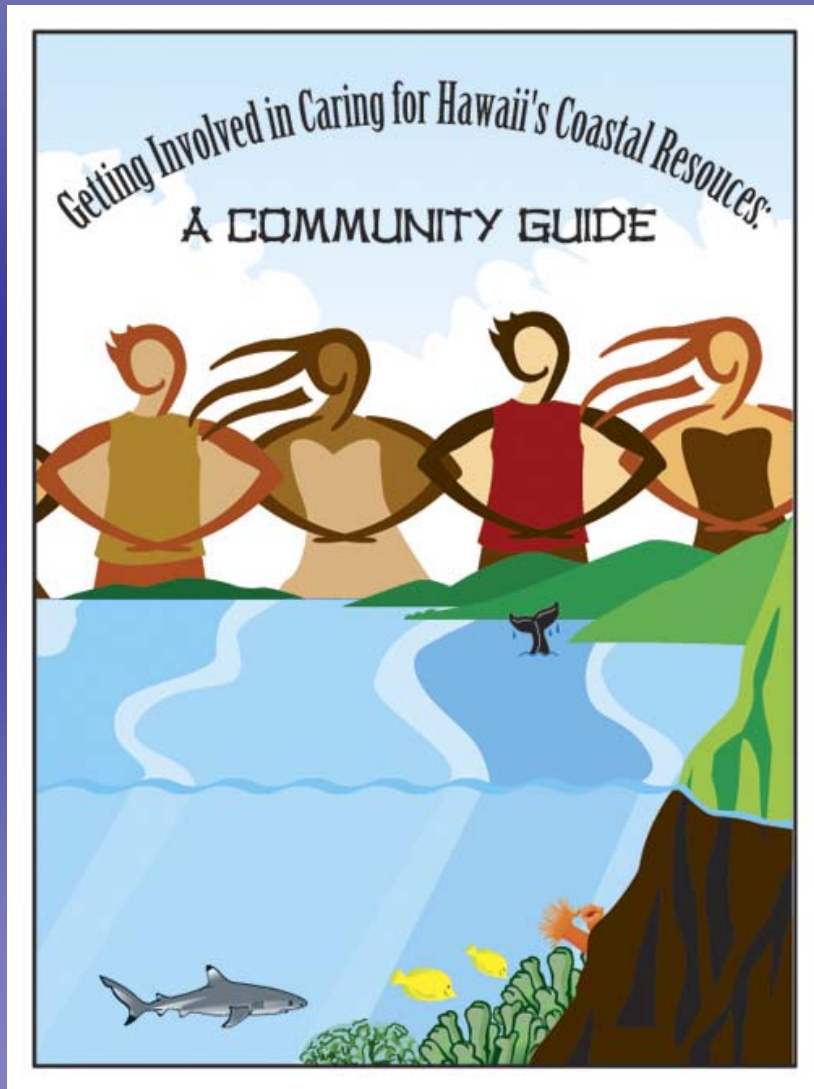
Volunteer Groups

Numerous volunteer groups at MPA & other coastal sites statewide...

- Engaged in visitor interpretation
- Organize events such as beach clean ups and monitoring programs
- Assist with observation and compliance of enforcement
- Key advocates to policy makers
- Supported by \$ and other resources



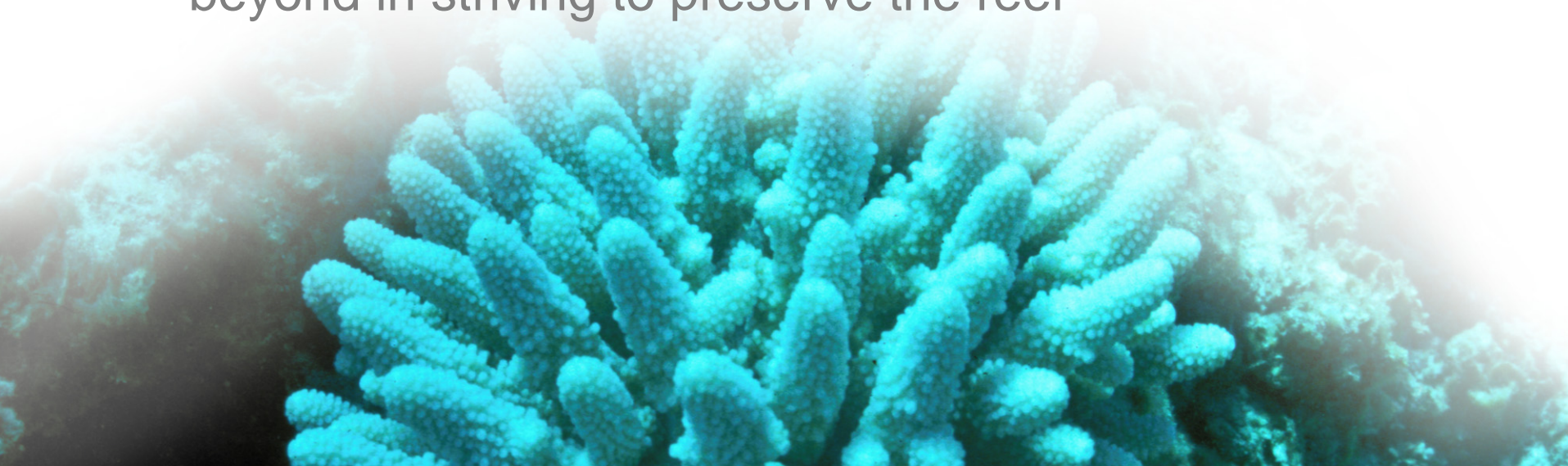
Community Guidebook



- Developed to assist communities in caring for our coastal and ocean resources
- Provides step-by-step instructions for getting involved
- Ensures community-based management

Reef Awareness Awards

- Individuals and organizations that actively participate in reef environmental programs
- Individuals and organizations that contribute financially or in kind support
- Individuals or organizations that go above and beyond in striving to preserve the reef



Community Participation Recommendations

- A fully engaged and informed community will become your advocates for not only the establishment of MPAs but all resource management initiatives
- Education is an essential element to gaining community support



Community Participation Recommendations (cont.)

- A community-based process will result in much greater compliance and assistance in reporting violations
- We no longer have the staff or financial resources to do an adequate job without this partnership



Reverence
Wisdom
Respect
Responsibility



Mahalo!

