




County of Hawai‘i

Frecia Cevallos, Tourism Specialist
Department of Research and Development



Hawai'i Island Tourism Strategic Plan 2020-2025

Vision: *Ola ka 'Aina, Ola ke Kanaka – Healthy Land, Healthy People*

- Responsible Tourism
- Pono-Based Communication
- Place Based Education for Residents
- Infrastructure

Responsible Tourism

Objective:

- Put 'community first' and help to ensure communities retain their sense of place, including recognizing Native Hawaiian knowledge, culture and people first, and then the multi-cultural diversity of each community.

Strategy:

- Encourage visitors and incentivize companies to buy local goods and services by providing technical support for local businesses who want to promote or further develop their local products, services and activities in the visitor industry.
- Identify and reduce barriers that prevent visitor industry companies from buying Hawai'i Island local products.

Responsible Tourism

Metrics:

- Health of Our Land
 - ✓ Increased farmland use
 - ✓ Increased number of sustainable tourism businesses and projects.
- Health of Our People
 - ✓ Increased percentage of resident satisfaction with the visitor industry.

Resources:

- HATA, HTA, Island of Hawai'i Visitors Bureau
- Funding and Grant Resources: <https://www.rd.hawaiicounty.gov/funding-grant-resources>
- Small Business Development Center
- Action Planning and Capacity Building Support

County of Hawai'i AgTourism

- Hawai'i Revised Statutes section 205-4.5 (a)(13) & 205-5
- County Zoning Code section 25-4-15 (a), (b), and (c)
 - (a) – agtourism: in county commercial & industrial zoning.
 - (b) – agtourism: in county Ag zoning that require plan approval
 - (c) – agtourism: in State Ag or Rural land use districts.
- Hawai'i Revised Statutes section 205-2 (d)(15) (A) through (E)
 - Agriculture-Based Commercial Operation (ABCO)

Questions?

- **County of Hawai'i AgTourism Permissions**

- Agtourism Plan Approval Applications

Larry Nakayama, Planner

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- Ag-Based Commercial Operation Certification

Earl Lucero, Planner

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- **County of Hawai'i Tourism**

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