

Is Hawaii a “paradise” for all people?

Background

Does the current Hawaiian tourism system provide a “paradise” for all people? This research focuses on “Native Hawaiians” (NH) who have been forced to live in an environment that can hardly be called “paradise”. Furthermore, it especially looks at social problems occurring behind the scenes of the “paradise” that is a part of Hawaii. The research also analyzes current tourism systems from various perspectives and proposes a new structure of tourism for Hawaii to become a “true paradise” for all people.

Issues facing Hawaii

Current situation of Native Hawaiians

Land

- Unable to maintain due to skyrocketing taxes
- Capitalist buyout

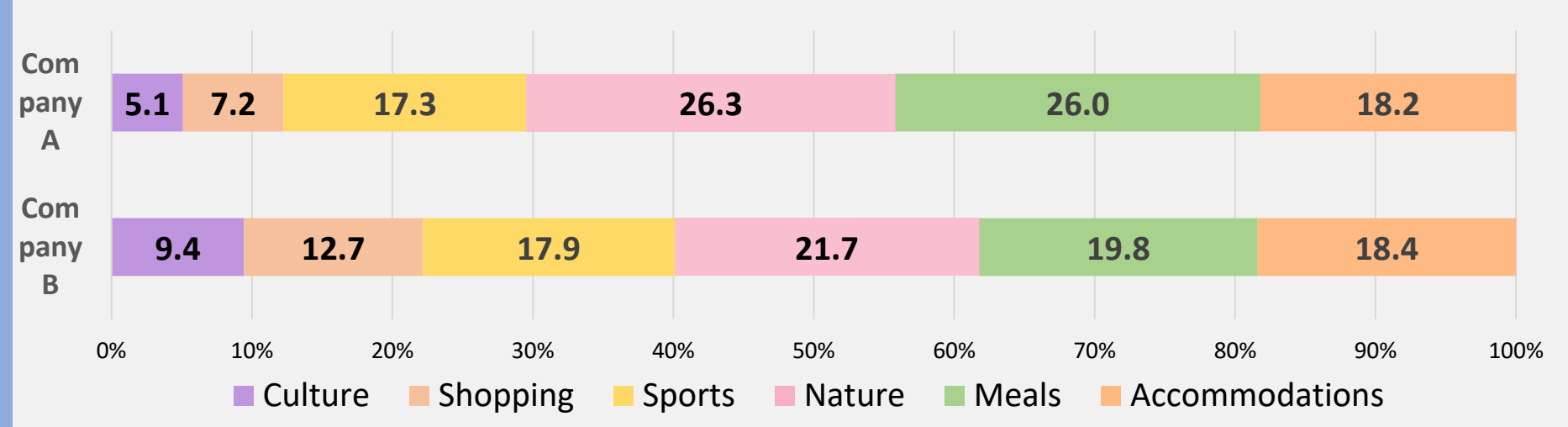
Living

- Loss of employment
- Increase in homelessness

Identity

- Loss of “Hawaii” as a nation
- Commercialization of Hawaiian culture

Brochures from two major travel agencies
Breakdown of Hawaii travel activities (prepared by the author)

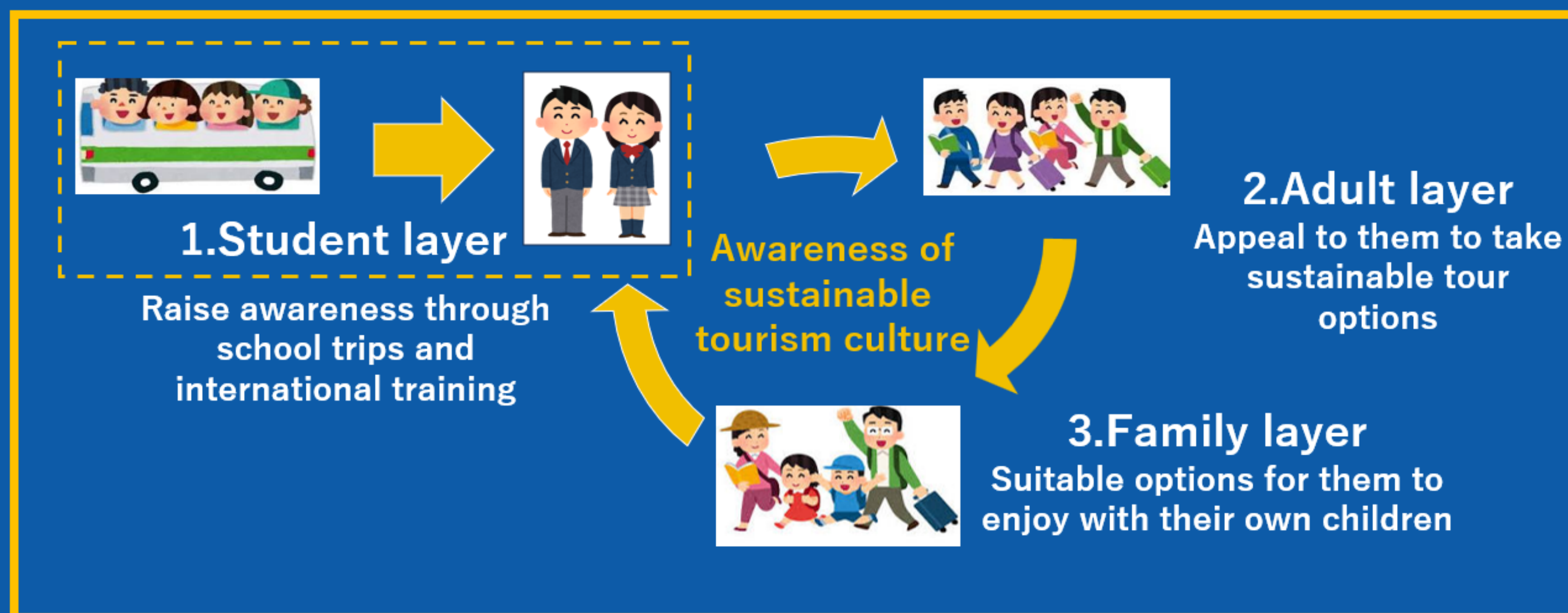


High school	Term	Location	Activities
School A	4 days 6 nights	O'ahu Island	Nature tour, shopping, sightseeing at major attractions (Iolani Palace, Kamehameha Statue, peace education at Pearl Harbor, farm tours), climbing Diamond Head, and viewing contemporary Hawaiian culture (ukulele performance, hula dance, Hawaiian music).
School B	4 days 6 nights	O'ahu Island	Nature tour, shopping, peace study at Pearl Harbor, viewing of contemporary Hawaiian culture, Polynesian cultural experience at the Polynesian Cultural Center (canoeing, etc.)
School C	4 days 6 nights	O'ahu Island	Nature tour, exchange meetings with local schools (Punahou School, University of Hawaii), ukulele experience, Polynesian Cultural Center (canoeing, Tongan shows, Samoan fire making, and other Polynesian cultural experiences not only in Hawaii), peace study at Pearl Harbor, shopping, swimming in the ocean, Climbing Diamond Head

Both Company A and Company B had the lowest percentage of “cultural” activities in their tours, with Company A at 5.1% of the total and Company B at 9.4% of the total (Company A had 335 total contents and Company B had 212). However, most of the content that fell under this “culture” category was also Hawaiian culture that was created for tourists within the tourism industry.

From the contents of the left chart, it can be seen that there are few opportunities to experience NH culture and little attention is paid to it in school excursions. It is also clear that the emphasis is placed on consumerist tourism in school excursions.

Local Hawaiian Tourism (LHT) structure NH employment to attract customers and teach local food & ancient culture and historical traditions



The philosophy is to foster awareness of these issues, particularly among students, and to change their view of Hawaii. The form of tourism that allows Native Hawaiians to conduct their own tourism business is named Local Hawaiian Tourism (LHT).

CONCLUSIONS

- Efforts should be made to develop young travelers through overseas school trips, so that consumers will change their mindset. When they become adults and travel abroad with their own funds, they will become aware of sustainable tourism. This will transcend generations. It is important to establish a system for tourism education through cooperation between companies in the tourism industry, schools, and local Hawaiians.
- In addition, a new form of tourism in Hawaii called “Local Hawaiian Tourism (LHT)” will create jobs for native Hawaiians and spread the ancient culture and history of Hawaii. The establishment of this new form of tourism will not only bring students to Hawaii as a new school travel destination and create awareness among future tourism consumers but will also create a new “view of Hawaii” that will lead to the world’s attention to “Native Hawaiians”. These efforts are expected to enhance the social status of Native Hawaiians and Hawaii to create a “true paradise” for all people.

References

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