

A community-based tourism plan for Moloka'i

Colette Y. Machado
Trustee, Moloka'i and Lāna'i



Editor's note: Trustee Colette Machado has given her column space to Dr. Davianna McGregor, an ethnic studies professor at UH Mānoa, who has prepared a community-based visitor plan for Moloka'i.

'Community-Based Tourism: a process by which a community is empowered to share its greatness while preserving its dignity ... and [the process is] driven by a genuine desire of a community to share itself, its history, traditions, and customs with strangers, as a means by which to support economic growth." — Peter Apo, *Native Hawaiian Hospitality Association*

Moloka'i has recently completed a unique community-based tourism plan. Its

centerpiece is the hiring of a visitor coordinator who will work closely with a community taskforce to perpetuate, enhance, as well as create local events and activities that could attract and sustain an increased visitor count. A primary responsibility of this position will be the development, implementation, and promotion of organized, community-based activities, such as softball tournaments, high school and community athletic events and tournaments, class reunions of local high schools, family reunions, cultural exchange/educational tours, and small, local conferences. The coordinator will also network with the community to enhance ongoing events like the Moloka'i Hoe and opportunities to work side by side in fishponds, taro patches and family farms.

The elements of community-based tourism for Moloka'i was first outlined in 1999 under the leadership of the late Greg Helm, when our community developed a grant that resulted in what is now the Ke Aupuni Lōkahi-Moloka'i Enterprise Community. With an average occupancy of 25 percent, a

vision was developed to find a niche in the visitor industry market to continually attract visitors who would appreciate the special, unspoiled qualities of quiet and relaxed rural island living.

The community recognizes that our greatest assets are the hospitality of our people, our beautiful natural environment and resources, and our rich cultural heritage and traditions.

Moloka'i wants to attract visitors who will respect our island as the "last Hawaiian island." The feeling of 'ohana and belonging is an important part of the cultural experience on the island. Visitors can interact with local residents in a social environment on an intimate scale. The community should be welcome at all places that visitors have access. In fact, events should be planned as community events in which visitors are welcome to participate.

Agriculture is an important foundation of the island's economy, including cultural agriculture, such as taro patches and fishponds. Regional food products and Native Hawaiian cuisine are additional attractions of the island that can be expanded to enhance the island's economy.


The paniolo experience is another unique feature of Moloka'i, both historically and currently, and it continues to be accessible

through activities at Moloka'i Ranch.

The single most important opportunity to expand visitor activities on Moloka'i is Moloka'i Properties Limited's plan to re-open the Kaluako'i Hotel in December 2007.

Rising above the varied tourism issues on Moloka'i is the expanding sale of Moloka'i properties at escalated prices. For this reason, kama'āina who already have homes in Hawai'i would be the ideal visitor to attract to Moloka'i, including to the Kaluako'i Hotel.

A popular bumper sticker sums up the sentiment of most longtime residents of Moloka'i: "Moloka'i: Not for sale. Just visit. Our economy and lifestyle depend on it."

The plan recognizes the need to separate the sale of real property on the island from visitor activities. The success of the plan will be measured with an increase in the number of jobs and enterprises related to the visitor industry and an increase in contributions to the island's economy from visitor activities and retail purchases. In the final analysis, the challenge is to "Keep Moloka'i Moloka'i," while expanding visitor activities that will diversify and enhance a sustainable economy for the island. 

NO KA ILINA • BURIAL NOTICES

WARD VILLAGE

NOTICE TO INTERESTED PARTIES IS HEREBY GIVEN that unmarked burial sites containing the human skeletal remains of what are believed to be eleven individuals were discovered by Cultural Surveys Hawai'i, Inc., during archaeological inventory survey excavations related to the development of the approximately 5-acre Ward Village Shops project area. The project area comprises TMK: [1] 2-3-5: 013 -017, 022, & 023, which are bounded by Kamake'e, Queen, and Auahi Streets, in the ahupua'a of Honolulu, Kona District, Island of O'ahu. The project proponent is General

Growth Properties, Inc., contact: Mr. Dwight Yoshimura, General Growth Properties, Inc., 1585 Kapi'olani Blvd., Honolulu, HI 96814, Tel. (808) 946-2811 ext. 124.


As yet, no State Inventory of Historic Properties numbers have been assigned for these burial deposits. The makai portion of the project area was formerly a portion of Land Commission Award (LCA) 387, known by the place name Kukuluaeo, and awarded to the American Board of Commissioners for Foreign Missions. The mauka portion of the project area was formerly a portion of Grant 3194, known by place name "Kolowalu" or "Kolowalu" and awarded to

Kalae and Kaaua. Grant 3194 was a traditional Hawaiian fishpond with adjacent house sites. There are no kuleana claims within the project area. Kuleana claims in the project area vicinity include LCA 10463:1 and 2 to Napela, LCA 1903 to Lolopi, and LCA 3169:1 to Koalele.

Following the procedures of Hawai'i Revised Statutes (HRS) Chapter 6E-43, and Hawai'i Administrative Rules (HAR) Chapter 13-300, the remains were determined to be over 50 years old and likely Native Hawaiian. The project proponent would prefer to relocate the human remains to another location within the project area; however, the decision to pre-

serve in place or relocate these previously identified human remains shall be made by the O'ahu Island Burial Council in consultation with any identified lineal and/or cultural descendants, per the requirements of HAR Chapter 13-300-33. The remains' proper treatment shall occur in accordance with HAR Chapter 13-300-38.

The State Historic Preservation Division is requesting persons having any knowledge of the identity or history of these human skeletal remains to immediately contact Ms. Pi'ilani Chang, at the State Historic Preservation Division/Department of Land and Natural Resources (SHPD/DLNR), located at 555

Kākuhihewa Building, 601 Kamōkila Boulevard, Kapolei, HI 96707 [Tel. (808) 692-8015; Fax (808) 692-8020] to present information regarding appropriate treatment of the unmarked human remains. All interested parties should respond within thirty days from the last publication date (June 15, 2006—Honolulu Advertiser) of this notice in a newspaper of general circulation in the City and County of Honolulu. Interested parties should provide information to SHPD/DLNR adequately demonstrating lineal descent from these specific burials or cultural descent from ancestors buried in the vicinity of this project. 



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