

Project Title:

Fostering Native Hawaiian Engagement in Sustainable Tourism through Authentic Cultural Experiences

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Team Members:

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Program Coordinator: Alessia Palombo

Institutional Affiliation:

Hawaii Tourism Authority (HTA): HTA is the state's tourism agency, and it often collaborates with local communities and organizations to promote sustainable tourism development that benefits residents.

Our aim is to achieve a collaboration with **HTA** to create a promotional online campaign informing potential targeted travelers about new ways of experiencing Hawaii.

This collaboration will have the form of an information trade, as we will be receiving data, statistics and metrics from past years in order to analyze natives' involvement in the Tourism Industry.

In return we will provide innovative ideas on how to increase the locals' collaboration in the Tourism Industry while preserving cultural heritage, maximizing profits, and providing KPI's to keep track of the progress even after the project's completion.

Introduction:

In the ever-evolving landscape of global tourism, it is important to strike a harmonious balance between economic growth and the preservation of cultural heritage.

Hawaii, known for its rich cultural history and breathtaking landscapes, stands as a prime example of such a challenge.

Our primary objective is to revitalize community-based tourism in O'ahu, Hawaii, whilst empowering local economies and safeguarding its distinctive cultural heritage. Our contribution to this undertaking lies in an innovative approach – the introduction of local sustainable experiences to the travelers, bridging the gap between travelers and the authentic soul of Hawaii.

In an era where many individuals are driven by an unending desire for possession, self-display to bolster their egos and present as perfect over others, it is our belief that it is our duty to remind to potential travelers about the significance of a modest down to earth rejuvenating vacation experience, one that also actively contributes to the cause of sustainability.

Smart Title:

Increase native Hawaiians involvement in Tourism Industry by 16% within 12 months by introducing local experiences and cultural traditions to travelers through an online promotion campaign.

Analysis:

To conduct a comprehensive analysis and Methodology, we will begin by collecting data from multiple sources, including official government records, state tourism agencies, local business associations, and community surveys. We will segment the native Hawaiians involved in the tourism industry based on age, field of work, reasons for their career choice, and annual wages.

Methodology:

Data Collection: We will gather data from official sources such as the Hawaii Tourism Authority, the Department of Labor, and state websites. Additionally, we will conduct interviews with native Hawaiians working in the tourism industry to gain deeper insights.

Surveys and Feedback: We will conduct surveys among native Hawaiians and local businesses to understand the impact of our initiative on their lives and gather feedback on tourists' reception of Hawaii's cultural lifestyle.

Analytical Methods: We will employ statistical analysis to measure the change in the percentage of native Hawaiians involved in the tourism industry. Qualitative analysis will be used to assess the impact on local businesses and the economy.

Findings:

We expect a 16% growth in the involvement of Native Hawaiians in the tourism sector and an enhancement in the sustainability practices embraced by travelers within the next 12 months. Key performance indicators (KPIs) will include the percentage increase, feedback from the local community, and the economic impact on O'ahu.

Community Engagement:

We plan to engage the local community through direct emails to stakeholders, and workshops. We will involve native Hawaiians in decision-making processes, seeking their insights and suggestions. Their engagement and willing to cooperate with HTA and local government, by providing live data and honest insights, will be the key to our success.

Activity	Person Responsible	Time Duration in Months								
		Nov 23	Dec 23	Jan 24	Feb 24	March 24	April 24	May-Jun 24	Jul-Aug 24	Sept-Oct 24
Research and Data Collection	Konstantinos Voulgaris									
Strategy Development - Stakeholder Engagement	Giulia Malventi									
Program Launch and Marketing	Abigail Lara									
Ongoing Evaluation and Adjustments	Shaif Hassan/ Ankush Jaryal									
Capstone Project's Presentation Preparations										

References:

- **Hawai Tourism Authority (ATH) website:** <https://www.hawaii tourism authority.org/>
- **US Census Bureau:** <https://www.census.gov/en.html>
- **US Bureau of Labor and Statistics:** <https://www.bls.gov/>
- **US Bureau of Economic Analysis:** <https://www.bea.gov/>
- **US Public Data:** <https://datausa.io/>
- **County of Hawaii Research and Development:** <https://www.rd.hawaii county.gov/>
- **Hawaii Tourism Authority:** <https://www.hawaii tourism authority.org/>
- **Hawaii Tourism Authority** <https://www.gohawaii.com/>