



Windward Oahu Tourism Assessment

Phase I- Kailua and Waimanalo

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PROJECT SUMMARY

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The University of Hawai'i Sea Grant College Program supports an innovative program of research, education, and extension services directed to the improved understanding and stewardship of coastal and marine resources of the state, region, and nation. Science serving Hawai'i and the Pacific for over 40 years.

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OVERVIEW

The City and County of Honolulu has requested support from the University of Hawaii Sea Grant Program (Hawaii Sea Grant) to develop a social impact analysis project to calculate visitor impacts, distinct from area residents at selected Windward Oahu beach communities. The initial project scope calls for the development of modeling and assessment techniques that are transferable to other high-priority locations. The initial phase of the study includes the Windward, Oahu communities of Kailua and Waimanalo as a pilot communities for the development of the assessment model. The intent is to scale the research effort to include additional Windward communities and eventually a broader O'ahu assessment.

PROJECT SCOPE

For the purpose of this initial Windward Oahu Phase I Assessment, the geographic scope is limited to Kailua and Waimanalo, O'ahu. Subsequent phases potentially include the windward communities of Kaneohe, Kualoa and the Windward coast to Ka'a'awa. The visitor impacts assessment will have a broad approach to social, economic and environmental impacts but consists of a primary focus on the following sectors: (community social/cultural impacts, transportation assets, infrastructure, natural resource and economic).

GOALS

- Assess social, economic and resource visitor impacts for Windward Oahu.
- Evaluate and prioritize potential options to address priority issues.
- Implement additional assessments for selected communities island-wide.
- Provide comprehensive outreach and education for impacted communities.

STRATEGIES

- Provide a baseline estimate of visitors at representative Windward communities.
- Assess visitor impacts to transportation, infrastructure and recreation systems.
- Evaluate community perception related to tourism benefits and impacts.
- Conduct a comparative analysis of existing data, plans and studies and community surveys that help illuminate the challenges and benefits associated with tourism.
- Develop visitor impacts recommendations and implementation strategies.



PHASED PROJECT STRATEGY (*Phase I completed*)

PHASE I Assessment (Kailua and Waimanalo Communities)

1. Conduct initial stakeholder meetings and preliminary scoping of issues.
2. Review and assess past research, plans and information on visitor impacts to infrastructure, community and resources in Hawaii.
3. Assess change over time (10-year longitudinal study) of 2008 Kailua Beach Park Carrying Capacity Study.
4. Assess Kailua and Waimanalo resident's perceptions of tourism in the area.
5. Conduct stakeholder outcome meetings and develop/refine strategies for Phase II.

PHASE II Quantitative Research (Windward Region)

6. Conduct a baseline estimate of visitors at selected Windward communities.
7. Conduct a Windward tourism (social impacts assessment) at selected Windward communities.
8. Conduct a natural resource impact assessment at selected Windward communities.
9. Conduct an economic benefit (direct spending) assessment for Kailua.

PHASE III Evaluation and Outreach (Windward Region)

10. Design and conduct a community outreach plan for tourism benefits and impacts.
11. Develop recommendations and implementation strategies appropriate for the windward area context, based on project findings and resident survey results.
12. Develop transferability and implementation strategy for other O'ahu communities.

PROJECT DELIVERABLES- PHASE I

1. Summary report of project scope, methodology, stakeholder meeting scoping outcomes, and Phase I results and recommendations.
2. Summary and evaluation of applicable past research, plans and information on visitor impacts in Hawaii.
3. Conduct a series of community and stakeholder meetings in Kailua.
4. Summary of Kailua and Waimanalo resident's perceptions of tourism.
5. Comparative analysis of change over time (10-year longitudinal study) of 2008 Kailua Beach Park Carrying Capacity Study.
6. Assess Kailua and Waimanalo resident's perceptions of tourism in the area.
7. Identification of visitor impacts priority "hot spots" based on community meetings.
8. Conduct stakeholder outcome meetings and develop/refine strategies for Phase II.



PROJECT METHODOLOGY

Site Selection

Project location assessment includes carefully selected (after ground-truthing) sites in the Kailua and Waimanalo communities where both residents and tourists are known to mingle, e.g., beach parks (Kailua Beach Park /Lanikai Beach and Waimanalo Beach Park), 1-2 central locations (e.g., shopping mall, supermarket), 1-2 other public places (e.g., golf courses, popular restaurants, roadways and parking areas).

Community Outreach

A series of 2 community outreach workshops are planned for each community at the completion of the project. These meetings will provide an opportunity for the community to hear the summary results of the surveys, give feedback on the project goals and identify hot spots for visitor impacts.

Perceptions Surveys

Perceptions surveys include onsite surveys, first asking a screening question about where they live (e.g., local resident of Kailua/Waimanalo or from elsewhere on / off island), which would then dictate what version of a survey they would get (one version for visitors, another for residents). Both survey versions will ask about general tourism issues, impacts, etc., but the visitor version will also estimate economic impacts (e.g., their spending) and the resident version will also ask about opinions of tourism in the community, tourists, tourism growth / change over time, patterns, etc. Both versions, ask about use patterns and frequency of participation in various tourism related activities, transportation choices and locations in the area, which would help get at preliminary use level estimates. An online panel (e.g., Qualtrics) in addition to these onsite surveys will help to validate the local resident data (because alternative methods such as a mail survey or a door-to-door drop-off / pick-up survey may be time / cost prohibitive).

Kailua Beach Park Longitudinal Study

In order to measure change over time (i.e., longitudinal study), we will administer a third questionnaire version just at Kailua Beach Park with many of the questions in this instrument mirroring the 2007-2008 questionnaire effort. There are enough people at Kailua Beach Park on a daily basis to allow us to alternate among these three questionnaire versions in our onsite sampling and still get large enough sample sizes for each to be statistically relevant.



REFERENCES AND RESOURCES

[RECREATION CARRYING CAPACITY AND MANAGEMENT AT KAILUA BEACH PARK ON OAHU, HAWAII](#). *Final project report for Hawaii Coral Reef Initiative – Research Program*. Needham, M. D., et al. (2008). Corvallis: Oregon State University, Department of Forest Ecosystems and Society. 74pp.

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