

# The HAWAIIAN ISLANDS

Kaua'i • O'ahu • Moloka'i • Lāna'i • Maui • Hawai'i



WHAT IS MĀLAMA?

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# what is mālama?

Like so many words in the Hawaiian language, *mālama* has a number of different definitions. It can mean to take care of, to attend and cherish, to preserve and protect, and even to save. *Mālama* is a word that has been used to define our *kuleana* (responsibility) to the *‘āina* (land), its natural resources, and each other for generations. *Mālama* is a *kuleana* that we also share with our guests who visit our home in Hawai‘i.

“It’s not only about change but about healing. I think that’s a big part of our work. We’re healing the land, we’re healing the people, we’re healing ourselves.”

**Noelani Lee,**  
Aquaculture Restoration



“You can see they feel good about themselves. And they feel good that they’re not just takers, they’re contributors. ...And from what we’ve seen, oh, they just keep on wanting to come back and do more, and they really enjoy it. Not only are they looking at this time being well spent, you know, but actually participating and being active in it.”

**Rick Barboza, Sustainable Farming**

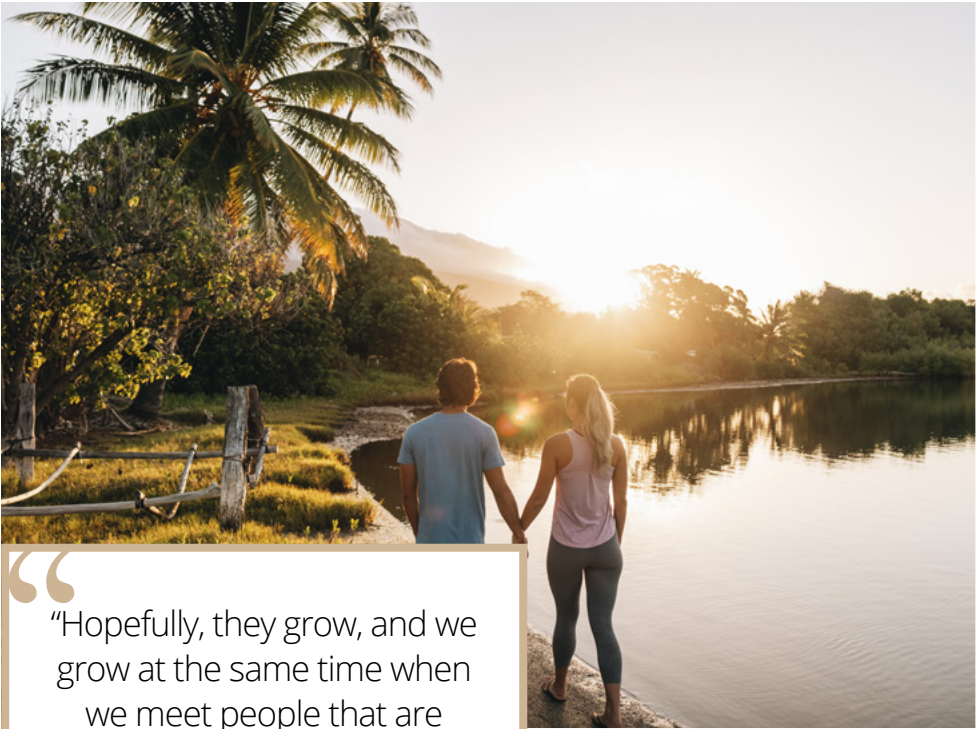


As hosts, we *mālama* the cultural significance of Hawai‘i through practice - tending to the land and the needs of our community, which extends to those visiting. As visitors, *mālama* comes through reciprocity of upholding the same respect for our collective surroundings.

**WHY DO WE MĀLAMA?**

In Hawai‘i, we do our best to take care of others, and others, in turn, do their best to look after us. It’s a pervasive part of life here that reaches across all the Islands, spreading through each community no matter how bustling and busy or sleepy and remote.

Home for 1.4 million people, the Hawaiian archipelago is one of the most isolated land masses on the planet, separated from California by nearly 2,400 miles of ocean, and the Hawaiian Islands are more than 3,800 miles from Japan. Hawai‘i’s geographic isolation and the Islands’ relatively small total population play an important role



“Hopefully, they grow, and we grow at the same time when we meet people that are coming from different places. ... We tell people what they put into the work they'll get out tenfold. When we care for the land, the land in turn cares for us. ... That's what we hope for. That they just don't take out 200 pounds of invasive seaweed, but that they've laughed, and they've fallen down in the mud.”

**Noelani Lee,  
Aquaculture Restoration**



in our familial relationships and also emphasizes the importance of keeping our natural resources alive and thriving.



These resources are, again – the land, the ocean, sea life, birds, plants and trees – to ensure they remain healthy and prosper for future generations.

Simply put, we do our best to perpetuate the beauty, the people, the culture and uniqueness of this place because if we take care of the Hawaiian Islands, they will take care of us.

## HOW DO WE MĀLAMA?

Making sure we take care to protect and preserve ourselves is an important first step, looking after our own health, growing mentally and spiritually. Only then are we truly able to *mālama* those around us by staying closely connected with family and loved ones, helping and supporting neighbors and giving back to our communities.

In Hawai'i, there are so many ways to *mālama*: sharing the knowledge and history of Hawai'i with future generations, working to support, encourage and feed our communities in sustainable ways, removing invasive plant species from forests and streams, keeping our shorelines and beaches clean from chemicals and debris, helping to preserve endangered native plants and wildlife and doing so in a way that respects the culture that ties everything together.

Each act of caring – of *mālama* – helps to protect our Islands and our communities. ♦



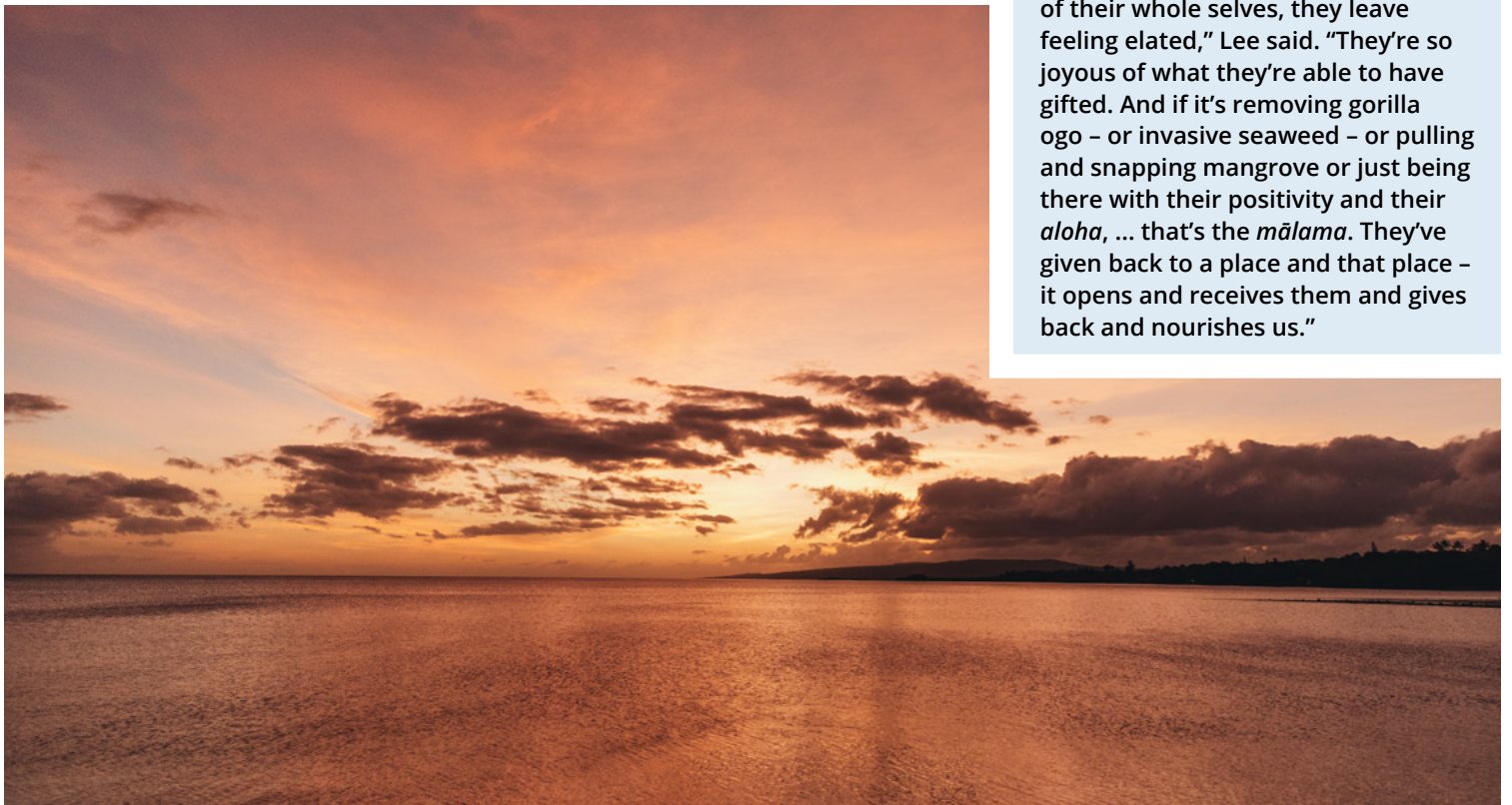
## how can you benefit from *mālama*?

Mindful travelers who decide to *mālama* during their Hawai'i stay are sure to enjoy an enriched visit by immersing themselves in authentic experiences that connect them with this special place and its people.

Taking part in any of Hawai'i's many unique volunteer activities cultivates a sense of giving and genuine service to the Islands, but actively helps to preserve the beauty of this remarkable place. In turn, this experience is sure to create a lasting connection and a visit that truly stays with travelers long after their return home.

Moloka'i resident Noelani Lee, who works regularly with visitors to restore one of the Island's centuries-old Hawaiian fish ponds, has seen firsthand how travelers who give back during their vacation undergo an unmistakable transformation.

"When people come in and they give of their whole selves, they leave feeling elated," Lee said. "They're so joyous of what they're able to have gifted. And if it's removing gorilla ogo – or invasive seaweed – or pulling and snapping mangrove or just being there with their positivity and their *aloha*, ... that's the *mālama*. They've given back to a place and that place – it opens and receives them and gives back and nourishes us."





## what can you do to *mālama* during a Hawai‘i visit?

It's never been easier to plan a trip to Hawai'i that leaves the Islands in better shape than you found them.

The destination is actively extending to all visitors an invitation to rethink how they travel by taking part in at least one activity from a rich assortment of opportunities to *mālama* – any of which will allow visitors a chance to give back to Hawai'i but also to themselves.

Volunteer projects range from reforestation and tree planting to self-directed beach cleanups and ocean reef preservation along with opportunities to restore ancient fishponds or protect native species habitats or sew Hawaiian quilts for our *kūpuna*, or elders.

And travelers don't necessarily need to set aside substantial chunks of their vacation to get involved. Many of these "*mālama*" activities can be joined over the course of just a few hours in the morning or afternoon, and there are a number of projects that can be worked on inside and without strenuous labor.



For a complete list of available activities, including those offered in conjunction with special offers statewide, visit [gohawaii.com/mālama](http://gohawaii.com/mālama)