

Hawai'i Visitors & Convention Bureau (HVCB)
Mālama Hawai'i: Rick Barboza on Sustainable Farming

Like many words in the Hawaiian language, the word mālama takes on a multitude of meanings—it can mean to take care of, tend to, cherish, preserve, and even to protect. It's no surprise that the word mālama has found a role in how we speak to travelers visiting our special home.



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