



Territory of Guam
Territorio de Guam

OFFICE OF THE GOVERNOR
LFSINAM I MAGALAHI
AGANA, GUAM 96910 U.S.A.

RECEIVED
10-26-88
DATE

OCT 26 1988

The Honorable Franklin J.A. Quitugua
Speaker, 19th Guam Legislature
PO Box CB-1
Agana, GU 96910

Dear Mr. Speaker:

I am pleased to transmit herewith Bill No. 864, which I have signed into law this date as Public Law 19-30.

The development of educational programs to supplement our bustling tourist industry is vital if we are to maintain the tremendous growth we have seen since this administration took office.

As I write this letter this morning, we are preparing for the arrival this afternoon of the Five Hundred Thousandth visitor to our Island. This "Maha-Million" occasion is one well worth celebrating, as it is the tourism industry that has served greatly to spur the economic growth of Guam.

From 1967, when the first visitors to our Island camped out on the beaches, to today, when we have several beautiful hotels, many fine restaurants, new apartments and condominiums. It is vital that our local people be able to share in this tremendous growth and it is the purpose of our Task Force on Tourism to ensure such participation.

The Task Force has been meeting extensively on this and other tourism-related subjects and is proposing a comprehensive upgrading of tourism programs in all our schools at all levels, from kindergarten through university. Further, as the Guam Visa Waiver Program - negotiated between this Administration and the U.S. State Department - has now gone into effect, it is vital that we be prepared for the new influx of tourists from the several new nations who will soon be sending visitors to our Island.

I am pleased the Legislature has joined with us, supporting our efforts to further upgrade and enhance Guam's tourist industry in this manner.

I am pleased, therefore, sign Bill No. 864 into law this date as Public Law 19-30.

Sincerely,

Joseph F. Ada
JOSEPH F. ADA
Governor

000006

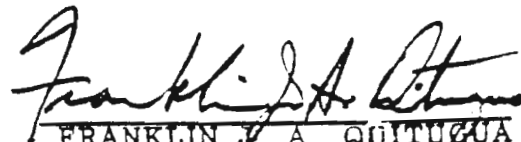
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*Read legal
10-26-88
Joseph
pita*

NINETEENTH GUAM LEGISLATURE
1988 (SECOND) Regular Session

CERTIFICATION OF PASSAGE OF AN ACT TO THE GOVERNOR

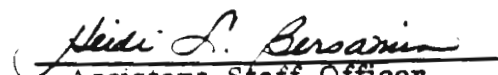
This is to certify that Substitute Bill No. 864 (COR), "AN ACT TO APPROPRIATE \$295,599 FROM THE TOURIST ATTRACTION FUND TO DEVELOP A TOURISM UNIT WITHIN THE DEPARTMENT OF EDUCATION AND FOR EXPANSION OF TOURISM-RELATED PROGRAMS AT THE GUAM COMMUNITY COLLEGE AND THE UNIVERSITY OF GUAM," was on the 7th day of October, 1988, duly and regularly passed.


FRANKLIN J. A. QUITUQVA
Speaker

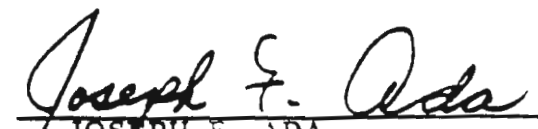
Attested:


PILAR C. LUJAN
Senator and Legislative Secretary

This Act was received by the Governor this 14th day of Oct., 1988,
at 12:00 o'clock p.m.


Assistant Staff Officer
Governor's Office

APPROVED:


JOSEPH F. ADA
Governor of Guam

Date: October 26, 1988

Public Law No. 19-30

NINETEENTH GUAM LEGISLATURE
1988 (SECOND) Regular Session

Bill No. 864 (COR)
Substituted by the
Committee on Education

Introduced by:

M. K. Hartsock
F. J. Gutierrez
F. J. A. Quitugua

H. D. Dierking
A. J. Shelton
D. Parkinson
E. P. Arriola
J. T. San Agustin
P. C. Lujan
T. S. Nelson
F. R. Santos
M. Z. Bordallo

AN ACT TO APPROPRIATE \$295,599 FROM
THE TOURIST ATTRACTION FUND TO
DEVELOP A TOURISM UNIT WITHIN THE
DEPARTMENT OF EDUCATION AND FOR
EXPANSION OF TOURISM-RELATED
PROGRAMS AT THE GUAM COMMUNITY
COLLEGE AND THE UNIVERSITY OF GUAM.

1 BE IT ENACTED BY THE PEOPLE OF THE TERRITORY OF GUAM:
2 Section 1. Legislative Findings. It is the finding of the Legislature
3 that there is a lack of qualified personnel to meet the growing needs of the
4 tourism industry. Increasingly rapid tourism development and expansion
5 will further compound the labor shortage. Continued growth will be
6 dependent on the availability of a technically-skilled labor force. Education
7 is the key component in the preparation of a skilled labor force and the
8 development of human resources, in general.
9 It is also the intent of the Legislature to see that the people of Guam
10 are given the educational training, knowledge and skills needed to allow
11 them to compete at all levels within the corporate hierarchy--entry,
12 mid-management, and upper management levels. This is necessary if local
13 residents are to benefit individually and collectively from the tourism
14 industry.

1 Therefore, it is the purpose of this Act to provide for the development
2 of a tourism unit within the Department of Education and for the expansion
3 of tourism-related programs at the Guam Community College and the
4 University of Guam and to appropriate funds to meet the objectives.

5 Section 2. The sum of One Hundred Twenty-Five Thousand Dollars
6 (\$125,000) is appropriated from the Tourist Attraction Fund to the
7 Department of Education for a coordinating unit to develop field trip
8 handbooks, locate or develop relevant teaching materials, plan career/job
9 exposure opportunities, coordinate job placement for high school students,
10 develop in-service programs for teachers, design a tourism curriculum and
11 relevant printed materials. The Department is authorized to employ three
12 full-time equivalent employees for this specific purpose.

13 Section 3. The sum of One Hundred Fourteen Thousand Nine Hundred
14 Dollars (\$114,900) is appropriated from the Tourist Attraction Fund to the
15 Guam Community College for a Tourism Training Unit which will include but
16 not be limited to, Japanese 1, 2, and 3 and Culture/History/Geography of
17 Asia and the Pacific.

18 Section 4. The sum of Fifty-Five Thousand Six Hundred Ninety-Nine
19 Dollars (\$55,699) is appropriated from the Tourist Attraction Fund to the
20 University of Guam for a Tourist Industry Management Program to hire one
21 faculty member to teach courses in Hotel Management, Economic Impact of
22 Tourism, Food and Beverage Management in Marketing Tourism.

19-30

NINETEENTH GUAM LEGISLATURE

ROLL CALL SHEET

Bill No. 864

DATE: 10/7/88

Res. No. _____

QUESTION: _____

SENATOR	<u>AYE</u>	<u>NAY</u>	<u>NOT VOTING</u>	<u>ABSENT</u>
<u>E. P. Arriola</u>	✓			
<u>J. G. Bamba</u>			✓	
<u>M. Z. Bordallo</u>	✓			
<u>H. D. Dierking</u>	✓			
<u>E. R. Duenas</u>			✓	
<u>E. M. Espaldon</u>			✓	
<u>F. J. Gutierrez</u>	✓			
<u>M. K. Hartsock</u>	✓			
XXXXXXXXXXXX	✓	✓	✓	✓
<u>P. C. Lujan</u>	✓			
<u>M. D. A. Manibusan</u>			✓	
<u>J. G. Miles</u>			✓	
<u>T. S. Nelson</u>	✓			
<u>D. Parkinson</u>	✓			
XXXXXXXXXXXX	✓	✓	✓	✓
<u>F. J. Quitugua</u>	✓			
<u>J. M. Rivera</u>			✓	
<u>M. C. Ruth</u>			✓	
<u>J. T. San Agustin</u>	✓			
<u>F. R. Santos</u>	✓			
<u>A. J. Shelton II</u>	✓			

12

7

Nineteenth Guam Legislature

Member
Committee on Energy and
Consumer Protection
Committee on Economic Development,
Insurance and Banking
Committee on Youth, Senior Citizens,
Human Resources and Cultural Affairs
Committee on Tourism,
Transportation and Communications



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334 Soledad Ave.
2nd Floor, Quan's Bldg., Agana
Telephone:
(671) 472-3436
(671) 477-7281

Senator Marcia K. Hartsock

Chairperson, Committee on Education
Vice Chairperson, Committee on Rules

August 19, 1988

The Honorable Franklin J. Quitugua
Speaker
Nineteenth Guam Legislature
Agana, Guam

Via: Chairperson, Committee on Rules

Dear Mr. Speaker:

The Committee on Education, + Committee on Ways and Means, and ~~Committee on Tourism, Transportation and Communications~~^{SD}, to which was referred Bill No. 864, "An Act to appropriate the sum of Two Hundred Ninety Five Thousand Five Hundred Ninety Nine Dollars (\$295,599) to provide the the development of a tourism unit within the Department of Education and for the expansion of tourism-related programs at the Guam Community College and the University of Guam and to be funded by the Tourist Attraction Fund", has had the same under consideration and now wishes to report back to same with the recommendation to do pass as substituted by the Committee.

The Committee votes are as follows:

To do pass	<u>14</u>
Not to pass	<u> </u>
Report out	<u>1</u>
Off-island	<u>1</u>

A copy of the Committee report and all pertinent documents are attached for your information.

Sincerely,

Marcia K. Hartsock
MARCIA K. HARTSOCK

28

VOTE SHEET
Committee on Education

Bill No. 864 "An Act to appropriate sums of \$295,599 to provide for the development of a Tourism Unit within the Department of Education and for the expansion of tourism-related programs at the Guam Community College and the University of Guam and to be funded by the Tourist Attraction.

SENATOR	TO DO CONFIRM	TO NOT CONFIRM	TO REPORT OUT ONLY	COMMENTS
<i>Marcia K. Hartsock</i> MARCIA K. HARTSOCK, Chairperson	^{PASS} ✓			
<i>Elizabeth A. Arriola</i> ELIZABETH A. ARRIOLA, Member	✓			
EDWARD R. DUENAS, Member				
ERNESTO ESPALDON, Member				
FRANKLIN J. GUTIERREZ, Member				
<i>Don Parkinson</i> DON PARKINSON, Member	✓			
JOE T. SAN AGUSTIN, Member				
<i>A. J. Sonny Shelton</i> A. J. SONNY SHELTON, Member	✓			
<i>Jerry M. Rivera</i> JERRY M. RIVERA, Member	✓			
<i>Franklin J. Quituqua</i> FRANKLIN J. QUITUQUA, Speaker Ex-Officio Member	✓			



SENATOR
HERMINIA D. DIERKING
GUAM LEGISLATURE

COMMITTEES:

CHAIRWOMAN
Ways and Means

DEPUTY CHAIRWOMAN
Intergovernmental
Operations

MEMBERS:

Economic Development
& Planning

Environment, Utilities &
Consumer Protection

Education, Health &
Social Affairs

Family Welfare &
Elderly

Housing & Community
Development

Justice, Judiciary &
Criminal Justice

Legislation
& Communications

Order of Citizens,
Governmental Affairs &
Human Resources

August 22, 1988

The Honorable Franklin J.A. Quitugua
Speaker
Nineteenth Guam Legislature
P.O. Box CB-1
Agana, Guam 96910

Dear Mr. Speaker:

The Committee on Ways and Means, to which Bill 864 was referred, wishes to report its findings and recommendations.

The Committee's voting record is as follows:

TO DO PASS	<u> - 9 - </u>
NOT TO PASS	<u> - 0 - </u>
TO REPORT OUT ONLY	<u> - 1 - </u>
ABSTAIN	<u> - 0 - </u>
OFF-ISLAND	<u> - 1 - </u>

A copy of the Committee Report and all pertinent documents are attached.

Sincerely yours,

HERMINIA D. DIERKING

Attachments

NINETEENTH GUAM LEGISLATURE
 COMMITTEE ON WAYS AND MEANS
 COMMITTEE REPORT

ON

BILL NO. 864 - "AN ACT TO APPROPRIATE SUMS OF \$295,599 TO PROVIDE FOR THE DEVELOPMENT OF A TOURISM UNIT WITHIN THE DEPARTMENT OF EDUCATION AND FOR THE EXPANSION OF TOURISM-RELATED PROGRAMS AT THE GUAM COMMUNITY COLLEGE AND THE UNIVERSITY OF GUAM AND TO BE FUNDED BY THE TOURIST ATTRACTION FUND"

MEMBERS	TO PASS	TO NOT PASS	ABSTAIN	OFF-ISLAND	TO REPORT OUT ONLY	TO PLACE IN INACTIVE FILE
<i>H. Dierking</i> SEN. H. D. DIERKING, CHAIRPERSON	✓					
<i>T. S. Nelson</i> SEN. T. S. NELSON, VICE-CHAIRPERSON	✓					
SEN. E. P. ARRIOLA						
<i>P. C. Lujan</i> SEN. P. C. LUJAN	✓					
<i>off-island</i> SEN. M. D. A. MANIBUSAN						
<i>D. Parkinson</i> SEN. D. PARKINSON					✓	
<i>M. C. Ruth</i> ✓ 8/22/88 SEN. M. C. RUTH						
SEN. J. T. SAN AGUSTIN						
<i>J. G. Bamba</i> ✓ SEN. J. G. BAMBA	✓					
<i>F. B. Santos</i> ✓ SEN. F. B. SANTOS	✓					
<i>M. B. Bordallo</i> ✓ SEN. M. B. BORDALLO	✓					
<i>F. J. Quitugua</i> ✓ SPKR. F. J. QUITUGUA, EX-OFFICIO	✓					

**COMMITTEE ON EDUCATION
COMMITTEE ON WAYS AND MEANS
COMMITTEE ON TOURISM,
TRANSPORTATION AND COMMUNICATION
JOINT COMMITTEE REPORT
LEGISLATIVE SESSION HALL
JULY 20, 1988**

Bill No. 864 "An act to appropriate sums of \$295,599 to provide for the development of a tourism unit within the Department of Education and for the expansion of tourism-related programs at the Guam Community College and the University of Guam and to be funded by the Tourist Attraction Fund.

BACKGROUND

The Committee on Education held a joint public hearing with the Committee on Ways and Means, and Committee on Tourism, Transportation and Communication on Tuesday, July 20, 1988 beginning at 9:30 a.m. to hear public comments on Bill 864. Senator Marcia K. Hartsock, Chairperson of the Committee on Education joined by Chairperson Dierking and Gutierrez conducted the hearing. Members present were: Speaker Franklin J. Quitugua, Senators Don Parkinson and Francisco Santos.

Appearing before the committee to present written and oral testimonies were Edith R. Blankenfeld (Exhibit A), Ted Critchfield (Exhibit B), Don Soper (Exhibit C), Daljit Singh (Exhibit D), Dr. Kasperbauer (Exhibit E), Commissioner Ray Laguana, and Mark Forbes. Written testimonies from the Guam Visitors Bureau (Exhibit F) and the Guam Chamber of Commerce (Exhibit G) were also submitted.

Commissioner Laguana explained that he had personally approached various tourism establishments in Tumon in search for jobs for the youths of Barrigada. However, he was informed that the youths lacked the necessary skills related to tourism jobs and the understanding of the Japanese language. There is a need to provide the training to prepare our youths to be employable. Laguana believes that this bill will allow for that. He stated that as a GVB

Board member and Commissioner of Barrigada he offers his full support and recommends that the Legislature pass this bill into law.

Mr. Forbes stated that the administration is in support of this bill and the training programs must be available in order for our students, our people to participate in tourism. However, the Governor expressed concern that departments are not ready yet. "The administration is not certain that all the coordination that can occur to make this work has happened within all the educational institutions", said Forbes.

Ways & Means Chairwomen Dierking wanted to know whether Forbes will be representing the administration and the Bureau of Budget and Management. Forbes responded that he was only there to represent the administration and not BBMR. Forbes stated that he was present at the hearing specifically to speak on Bill 864. He responded that he was not prepared to discuss the fiscal impact of the bill. Dierking referred to Michael Reidy's comment that the money spent by the GVB Board without the consent of the Legislature will have an adverse impact. Dierking further stated that she would not be able to discuss the Tourist Attraction fund since she does not know the amount of money in the fund and the amount that GVB Board has been using without the knowledge of the Legislature. Dierking also stated that she agrees that a Tourism program such as a Travel Industry Management should start at GCC, UOG and the Department of Education. Dierking asked that the committee refrain from discussing any bills with appropriation matters since BBMR Director Michael Reidy was not present at the hearing.

Tourism Chairman Gutierrez asked whether any tourism related projects are in effect at the University or GCC. Don Soper replied that the University currently has a course called "Survey to Tourism" in which people from various facets of tourism present lectures. The University also has a internship programs in various hotels and businesses. Soper further stated that the University's Marketing and Management course covers some material related to tourism, but the University currently does not have a specific curriculum on tourism. Soper stated it is important to have these courses, but it is a matter of funding and priority. He said he is hopeful that the Legislature and the Administration will see the need for the \$50,000 in order to commence the tourism program. Soper further stated that before the program was started, UOG surveyed tourism officials and have garnered their full support and input as to

what is needed in the industry. Hawaii's tourism curriculum were also reviewed. The courses, if put into effect will begin to meet the needs of the industry.

Ted Critchfield stated that the high schools, GCC and the University offer Japanese courses. Annually, approximately 900 students enroll in beginning Japanese courses, yet no more than 18% of those ever take a second course. He also stated that the schools are currently not producing people capable of doing the job, particularly in the upper level of proficiency needed for management and marketing. He stated that the interest in the Japanese language is there but it is a matter of packaging it with other skills.

Senator San Agustin asked about past UOG's tourism program. Mr. Singh stated that the program had to be discontinued due to the inability of the hotel industry to hire the graduates. Mr. Singh stated that there has been a substantial attitude change by the hotel industry to hire local people. Senator San Agustin stated that the attitude was changed due to the qualifying certificate. He further asked if the reason that the courses offered at the University had been a failure was due to the hotel industries' reluctance to accept the graduates. Mr. Singh agreed with Senator San Agustin saying that it was an immediate result. Senator San Agustin further went on to ask about the accountability of the H-1 and H-2 workers in the industry, in which the industry claims to Labor Department and Immigration that there are no qualified people on island, therefore justifying the importation of H-1 and H-2 workers. Senator San Agustin asked how we would be able to reconcile the problems with H-1 and H-2 workers in the industry. Mr. Singh answered that has been significant improvement in the attitude of the recruitment of middle level and lower level management positions. Another change is that requests are made to provide specialized management training programs for the the middle management employees.

Our local people need to be trained to meet the needs of the industry. Singh suggested that Guam adopt what other countries have done in terms of importing and limiting the length of time that management from outside can stay. During that time, they must train local people to fill those positions. Singh further added that what is also needed is a public policy that will effectuate the training of local people and the respective regulating agencies to enforce that law.

Senator San Agustin stated he did not have any problems with the bill but wanted to be certain that we get the results we set out forth.

Speaker Quitugua was concerned with the comments of Mr. Forbes implying that the educational institutions are not ready to coordinate the work that Bill 864 proposes. He expressed disappointment and dismay with the administration and BBMR's statement today and stated that we can no longer wait and that the intent of this legislation should have started years ago.

Speaker Quitugua offered further language to be amend the bill. Senator Hartsock added that the committee will take incorporate the changes in the substitute bill.

Senator Hartsock asked Commissioner Laguana if the proposed bill was discussed by the GVB Board. He responded no because of other pressing matters. However, from his personal experiences he feels that this program is needed in order for our students to participate in the tourism industry.

COMMITTEE FINDINGS AND RECOMMENDATION

The Committee finds that there is an immediate need to accelerate the tourism training programs in our educational institutions in order for our people to get involved with tourism. The Legislature Tourism Ad Hoc group, comprised of the educational leaders of each institution, have provided identified and have offered specific curriculum needs. Bill 864, as proposed, reflects the specific program of each institutions and cost to fund each program.

The Committee recommends that Bill No. 864 be substituted and be reported to the full legislature for favorable passage.

MAY 12 '88

Bill No. 864 (co2)

Introduced by:

MARCLA K. HARTSOCK *MKH*
Franklin J. Gutierrez *FJG*

AN ACT TO APPROPRIATE SUMS OF \$295,599 TO PROVIDE FOR THE DEVELOPMENT OF A TOURISM UNIT WITHIN THE DEPARTMENT OF EDUCATION AND FOR THE EXPANSION OF TOURISM-RELATED PROGRAMS AT THE GUAM COMMUNITY COLLEGE AND THE UNIVERSITY OF GUAM AND TO BE FUNDED BY THE TOURIST ATTRACTION FUND.

1 BE IT ENACTED BY THE PEOPLE OF THE TERRITORY OF GUAM:

2 Section 1. Legislative findings. It is the finding of the Legislature that
3 there is a lack of qualified personnel to meet the growing needs of the tourism
4 industry. Increasingly rapid tourism development and expansion will further
5 compound the labor shortage. Continued growth will be dependent on the
6 availability of a technically-skilled labor force. Education is the key componen
7 in the preparation of a skilled labor force and the development of human
8 resources, in general.

9 It is also the intent of the Legislature to see that the people of Guam are
10 given the educational training, knowledge and skills needed to allow them to
11 compete at all levels within the corporate heirarchy---entry, mid-managemen
12 and upper management levels. This is necessary if local residents are to benef
13 individually and collectively from the tourism industry.

14 Therefore, it is the purpose of this Act to provide for the development of
15 tourism unit within the Department of Education and for the expansion of
16 tourism-related programs at the Guam Community College and the University
17 Guam and to appropriate funds to meet the objectives.

18 Section 2. The sum of \$125,000 is appropriated from the Tourist
19 Attraction Fund to the Department of Education for a coordinating unit to
20 develop field trip handbooks, locate or develop relevant teaching materials, p
21 career/job exposure opportunities, coordinate job placement for high school
22 students, develop in-service programs for teachers, design a tourism curricul

1 .and relevant printed materials. The Department is authorized to employ 3 FTE
2 for this specific purpose.

3 Section 3. The sum of \$114,900 is appropriated from the Tourist Attraction
4 Fund to the Guam Community College for a Tourism Training Unit and will
5 include Japanese 1, 2, and 3 and Culture/History/Geography of Asia and the
6 Pacific.

7 Section 4. The sum of \$55,699 is appropriated from the Tourist Attraction
8 Fund to the University of Guam for a Tourist Industry Management Program to
9 hire one faculty to teach courses in Hotel Management, Economic Impact of
10 Tourism, Food and Beverage Management and Marketing Tourism.

TOURISM UNIT
Guam Community College

Narrative and Budget Justification

Guam Community College offers Degree and Certificate Programs in Food and Beverage, Hotel Operations, and Retail and Marketing. The existing courses, with some modification, may be used to supplement the proposed Tourism Training. Courses in other areas such as Interpersonal Relations, Microcomputer Applications and Concepts, and Accounting on the PC are also available at GCC.

The Tourism Unit is intended to meet the needs of the Tourism Industry and will include Japanese 1, 2, and 3 and Culture/History/Geography of Asia and the Pacific. Curriculum may also include areas of specialty as determined by the Coordinator and/or Consultant.

Transferability of credits from the Tourism Unit to programs at the University of Guam and Guam Community College will be determined by the institutions.

Year One

During the first year of the program, the Coordinator will be responsible for the overall program with one (1) part-time Japanese language instructor and one (1) part-time Hospitality instructor.

Monies have been programmed into the Other Category during the first year for a Consultant to develop curriculum as needed and market the program.

Facilities in the Tumon area will be used for the Tourism Training.

Year Two

During the second year of the program, a Coordinator/Instructor will be responsible for the overall program with one (1) full-time Japanese language instructor and one (1) full-time Hospitality instructor. Part-time instructors will be used in areas of specialty as determined by the Coordinator and/or Consultant.

The Consultant may be retained to continue marketing the program.

Years Three, Four, and Five

The Budget may be expanded to include services that will be needed to continue the program.

Inkind Contribution

The Accounting, Clerical, and Procurement support needed to operate this program (estimated at 15% of the total budget) will be furnished by GCC.

TOURISM UNIT
Proposed Budget Years 1 and 2
Guam Community College

PERSONNEL	<u>F.Y. 1990</u>	<u>F.Y. 1991</u>
Coordinator (12-mo. position)	\$35,000.00	
Coordinator/Instructor (12-mo. position)		\$40,000.00
Hospitality Instructor (6-mo. position)	\$15,000.00	\$30,000.00
Japanese Language Instructor (6-mo. position)	\$15,000.00	\$30,000.00
Part-time Instructors		\$8,000.00
BENEFITS		
Retirement (12.1%)	\$7,865.00	\$13,068.00
Health Insurance \$835/person	\$835.00	\$2,505.00
Total Personnel and Benefits	\$73,700.00	\$123,573.00

EQUIPMENT		
Office/Classroom Furniture (20 persons)	\$4,000.00	
AV Equipment (Overhead, VCR, Copy Machine)	\$5,000.00	
Total Equipment	\$9,000.00	

SUPPLIES		
Office/Classroom	\$1,000.00	\$1,000.00
Textbooks/Resource Material	\$5,000.00	\$1,000.00
Total Supplies	\$6,000.00	\$2,000.00

RENT/LEASE		
Training Facilities (600 sq.ft. @\$1.25)	\$12,000.00	\$12,000.00
Utilities (\$350/mo.)	\$4,200.00	\$4,200.00
Total Rent/Lease	\$16,200.00	\$16,200.00

OTHER		
Consultant (develop/market curriculum 1st year) (on call 2nd year)	\$5,000.00	\$1,000.00
Marketing	\$5,000.00	\$1,500.00
Total Other	\$10,000.00	\$2,500.00

TOTAL	\$114,900.00	\$144,273.00
=====		
Inkind Contribution provided by GCC	\$17,235.00	\$21,640.00



University of Guam
COLLEGE OF BUSINESS & PUBLIC ADMINISTRATION
UOG Station, Mangilao, Guam 96913
Cable: "UnivGuam" Telex: 721-6275
Tel.: (671) 734-2921 Ext. 278; (671) 734-4110

March 24, 1988

DEAN'S OFFICE

Senator Marcia Hartsock
19th Guam Legislature
P.O. Box CB-1
Agana, Guam 96910

Honorable Senator Hartsock:

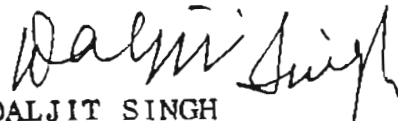
The College of Business and Public Administration faculty under the leadership of Professor Donald C. Soper has been developing several courses for the Tourist Industry Management Program. This program calls for the Phase I program consisting four courses to be offered in 1988-89 academic year. The proposed program must be submitted to the Faculty Academic Affairs Committee for its approval. We sense a great deal of reluctance on part of the faculty to introduce a new program without identifying the funding resources. The faculty does not wish to transfer funds from the existing programs which are already short of full amount of funding. It would be somewhat easier for the college to market this program if additional funds are identified.

It is requested that you investigate the possibility of appropriating funds from the Guam Legislature or securing funds from other sources as the Guam Tourist Attraction Funds. The Guam Tourist Bureau has been very responsive to our needs assessment. The following is the budget break down for Phase I of this program:

1988-89 Academic Year

1. Faculty	\$40,338
2. Fringe Benefits	6,857
3. One (50%) Clerk Typist III	6,200
4. Fringe Benefits	1,054
5. Supplies	1,000
6. Association Membership	250
TOTAL	\$55,699

Sincerely,


DALJIT SINGH

DS/jt
cc: Donald C. Soper

The University of Guam is very interested in the tourist industry. The University at present include the subject of tourism in a number of courses in the College of Business and Public Administration. These courses include Management, Marketing, Advertising and Sales Promotion, Entrepreneurship, International Marketing, and Marketing Research. In addition the college has two courses that are designed to educated the students in tourism.

TRAVEL INDUSTRY SURVEY

A course designed to survey the travel industry; the major subsystems within the travel industry-travel agencies, airlines, hotels, tour operations, retail organizations, and restaurant/entertainment organizations - will be studied with emphasis on management procedures and problems. The course provides an introduction to related cultural, public, and promotional aspects especially as experienced on Guam. Specialist from within the travel industry will speak as guest lecturers.

Tourist Internships - Interns are assigned to the hotels, airlines, shipping companies, and retail organizations catering to tourist.

It is planned to commence a course in Hotel Management.

The course will include the role of management in the hotel industry: organizational structure, personnel administration, operational problems, international standards and practices, decision making and policy formation.

As soon as funding is developed and staffing is secured it is planned to implement courses in the following tourist related fields:

1. ECONOMIC IMPACT OF TOURISM
2. FOOD AND BEVERAGE MANAGEMENT
3. MARKETING TO TOURIST

THE TERRITORIAL BOARD OF EDUCATION AND
DEPARTMENT OF EDUCATION

TESTIMONY

BILL NO. 864: AN ACT TO APPROPRIATE SUMS OF \$295,599 TO PROVIDE FOR THE DEVELOPMENT OF A TOURISM UNIT WITHIN THE DEPARTMENT OF EDUCATION AND FOR THE EXPANSION OF TOURISM-RELATED PROGRAMS AT THE GUAM COMMUNITY COLLEGE AND THE UNIVERSITY OF GUAM AND TO BE FUNDED BY THE TOURIST ATTRACTION FUND.

The Territorial Board of Education and Department of Education is most pleased to submit testimony on Bill No. 864 which would appropriate \$125,000.00 for hospitality/tourism related curriculum within the Department.

The Board and Department has as part of its goals and objectives the development and implementation of vocational education curriculum in five clusters: high technology, hospitality/tourism, clerical and business, health/recreation, and the trades. Additionally, the Acting Director has requested that \$50,000 each from Chapter II funds be set aside this next school year to begin the development of the hospitality and high technology curricula.

We are very confident the Department of Education can develop and implement hospitality and other vocational education related curriculum given this appropriate financial support and policy guidance.

A STATEMENT PREPARED IN SUPPORT OF BILL 864

BY DON SOPER

The Honorable Senator Marcia Hartsock and members of the Committee on Education, I am pleased to support Bill 864 which provides for funds for education and training in Tourist Industry Management at the University of Guam and the Guam Community College.

We, in the College of Business and Public Administration are quite aware of the importance of the hospitality industry on Guam and its contributions to the Guam economy. Realizing this fact, the Dean of CBPA and I, in cooperation with the Guam Visitors Bureau and the Guam Hotel and Restaurant Association constructed an opinion survey in October of last year. This survey was mailed to most interested parties on Guam and measured their opinions on the need for an academic program in Tourist Management at the University of Guam. According to the findings of this survey, the subject matter needs were identified in Marketing, Economic and Cultural Impact of Tourism, Food and Beverage Management, and Conservational Japanese. We believe these courses will enhance our existing curriculum in Management and Marketing departments. As you are aware of the fact that CBPA conducts a successful course entitled Survey in Tourism for students and members of the community. Additionally, we have a successful program in hotel internship. Each semester, several students are placed for internship with major hotels on Guam.

If this Bill is enacted, the College of Business and Public Administration, will begin search for a qualified person to top four courses for the TIM Program. The amount of \$55,699 a minimum to start this program. Once the funds are secured, specific program must be approved by the faculty for 1988-89 academic year.

We believe given the adequate resources in the future, this program will take roots and eventually will develop into a good degree granting program.

Thank you for providing me with this opportunity to speak on Bill and I seek your support.

Attached is my survey and its results; and Dean's estimates for this program.


DON SOPER

July 20, 1988

Good morning Senators.

I am Dr. Ted Critchfield, an associate professor of Japanese and the advisor for Japanese studies majors at the University of Guam, where I begin my tenth year of teaching next month. I was also a member of Senator Hartsock's Ad Hoc Research Group on Tourism Education, where the ideas of Bill No. 864 were developed.

Consequently, I support Bill No. 864, and urge that the legislature enact it into law.

I have long maintained that the purpose of education is to prepare students to function successfully in the world into which they will enter. A major and growing component of the economy in which most of our students will have to earn a living is the tourist industry. Consequently, our school system owes our students instruction to facilitate their successful performance in that field of endeavor. So, I believe that this bill's funding of a unit within DOE to coordinate a program of tourism-related training and experience inserts a missing mechanism basic to the purpose of education.

Critical to the ultimate success of the project will be putting it in the hands of a person with training in tourism, familiarity with the industry on Guam, and the dynamism and initiative to weave together the talent in our classrooms, the available resources and the needs of the industry.

An unattractive aspect of the tourist industry is the large number of employees in entry-level, dead-end positions. A smooth career track from waiter, room maid, or bus driver into better paid, more responsible positions in management is not often available. What is needed to jump the career gap is a higher level of training and specialization. That is the need to be fulfilled by the Tourism Training Unit at GCC and the Tourist Industry Management Program at UOG, for which funding is proposed in this bill.

A problem I see with our tourist industry is that we are the providers with little or no control of the market. Guam is in essence a resource made available to the users, who enjoy the initiative.

Japan's economic miracle has rested upon direct, aggressive market development, selling their product or service to the customer on the customer's home ground and creating a demand for new goods and services they develop. The people who have made that possible are the Japanese products of foreign language classrooms, who have been developed to near-native levels of proficiency and thereby enabled to sell the customer directly, more profitably.

So, while I strongly advocate enactment of bill number 864, I urge similar financial support, about \$150,000 from the same source of revenue, for an integrated island-wide program of Japanese language training to progressively develop students so inclined to a level of proficiency that will permit them to spearhead the penetration and development of the Japanese home market for the goods and services Guam now has and may develop in the future.

The last section of the report of the Ad Hoc Research Group on Tourism Education outlined such a long-range program. The more complicated, sophisticated, and economically advantageous training under the program must be developed and delivered at the post-secondary levels of education. Therefore, I submit, that the funding and responsibility for development of the overall Japanese language program be allocated to the University of Guam.

I also suggest that the time has already arrived to gear our education system to accommodate tourists from Korea as well as Japan.

TESTIMONY ON BILL 864

Honorable Franklin Gutierrez and Members of the Tourism.

Good morning Mr. Chairman and Members of the Committee on Tourism.

Thank you for giving me this opportunity to present my testimony on Bill No. 864.

My name is Edith Rosario Blankenfeld. I wish to solicit your support to pass Bill No. 864 relative to expanding Tourism related programs in our schools.

It is well known in our community that tourism has become our number one industry and, therefore, it is only proper that our people participate in this industry through education for employment purposes. Thus far our participation has been primarily on the entry level.

Our local residents should be given the opportunity to compete for mid and upper level management positions in the hotel and tourist related establishments. This can only be realized through educational programs designed to train people for this vital industry. Presently, most management positions are occupied by non-residents who have the necessary skills, training and experience.

Language skills (particularly Japanese) are a "must" considering the fact that most of our tourists are Japanese. If you scan the paper, you will notice that most of the ads for tourist related jobs call for Japanese speaking applicants. This ^{is} where our local people fail.

With the education this bill will provide, we hope to see more of our local residents participate in the tourist industry.

Thank You,
Edith R. Blankenfeld
EDITH R. BLANKENFELD



**GUAM CHAMBER OF COMMERCE
PARTNERS IN PROGRESS**

July 20, 1988

Senator Marcia K. Hartsock
Chairperson
Committee on Education
Nineteenth Guam Legislature
P.O. Box CB-1
Agana, Guam 96910

Dear Senator Hartsock:

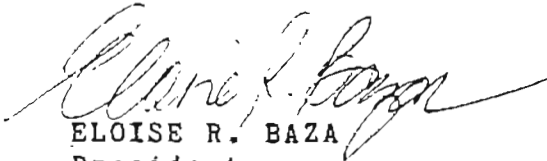
The Guam Chamber of Commerce would like to submit written testimony on Bill No. 864 relative to tourism-related education programs within our educational institution.

To begin, we would like to express our appreciation to the Committee for the Chamber's participation in the work of the Ad Hoc Group on Tourism Education. Bill 864, a product of the Ad Hoc Group, is a measure which we in the Chamber support. We agree that the development of a tourism unit within the Department of Education and the expansion of tourism programs within the Guam Community College and the University of Guam would contribute towards increasing local labor force participation within our tourism industry. As we all know, Guam is facing a shortage of individuals with the skills necessary to participate in our tourism workforce. Accordingly, we hope that the Committee will act favorably on Bill 864.

In regards to the source of funding identified in the Bill, it is our understanding that Tourist Attraction Fund (TAF) revenues may have already been committed to fund other projects. As such, the General Fund is a potential alternative revenue source which can be used to carry out the intent of Bill 864.

Thank you for the opportunity to comment on the Bill and we would welcome the opportunity to be of continued assistance to the Committee on matters related to tourism education.

Sincerely yours,


ELOISE R. BAZA
President



Guam Visitors Bureau
Setbision Bisitan Guahan

July 20, 1988

The Honorable Marcia K. Hartsock
Senator and Chairperson, Committee
on Education
Nineteenth Guam Legislature
P.O. Box CB-1
Agana, Guam 96910

Dear Senator Hartsock:

This is to submit written comments on Bill No. 864 relative to establishing a tourism unit within our institutions of learning. From a management's viewpoint, I feel that introduction of such legislation is particularly timely in light of recent developments in our visitor industry.

There is no doubt that our visitor industry is flourishing. Total visitor arrivals for the first five (5) months of this year has been averaging an increase of about 27% as compared to last year. Although approximately a thousand hotel rooms were completed this past year, the scramble for hotel rooms continues as attested by tour operators and last week by stranded Continental passengers who could not find available rooms.

Several new hotels have broken ground and should be completed within the next few years to include the Palace, the Nikko, the World Bell, Inn on the Bay, etc. Needless to say, these hotels would need personnel. The question is, "Where are we going to recruit employees?" As it stands, our unemployment rate is at an all-time low. In economic terms, we technically have zero unemployment.

We have two (2) options to tackle the aforementioned problem. The new hotels could pirate employees from existing hotels, an unethical practice which would result in a shortage of personnel in existing hotels, a potential catastrophe or we could start training future employees by targeting recruitments at the high school level. The latter would definitely be the more desirable solution to the problem.

Bill No. 864 proposes to establish a tourism unit in education. The Guam Visitors Bureau wholly supports this concept. However, we

differ on the source of funds, i.e., the Tourist Attraction Fund.

The Legislature has asked the Guam Visitors Bureau to pare down our list of priority projects from the original list of over \$7 million to over \$1.3 million, due to funding constraints. The TAF is estimated to accumulate over \$8 million this year due to a change in the hotel occupancy tax. Our list of projects has still not been addressed. For this reason, we cannot support, at this time, using TAF funds to finance Bill No. 864. If, however, other sources of funds cannot be identified within the General Fund, then we have no alternative but to support this measure in its entirety due to the urgency of resolving this potential problem.

Thank you for this opportunity to submit comments.

Very Truly Yours,



JOEY B. CEPEDA
General Manager

cc: TAF Chairman

NINETEENTH GUAM LEGISLATURE
1988 (SECOND) Regular Session

Introduced

MAY 12 '88

Bill No. 864 (COR)

Introduced by:

MARCIA K. HARTSOCK *MKH*
Franklin J. Gutierrez *FJG*

AN ACT TO APPROPRIATE SUMS OF \$295,599 TO
PROVIDE FOR THE DEVELOPMENT OF A TOURISM UNIT WITHIN
THE DEPARTMENT OF EDUCATION AND FOR THE EXPANSION OF
TOURISM-RELATED PROGRAMS AT THE GUAM COMMUNITY
COLLEGE AND THE UNIVERSITY OF GUAM AND TO BE FUNDED BY
THE TOURIST ATTRACTION FUND.

1 BE IT ENACTED BY THE PEOPLE OF THE TERRITORY OF GUAM:

2 Section 1. Legislative findings. It is the finding of the Legislature that
3 there is a lack of qualified personnel to meet the growing needs of the tourism
4 industry. Increasingly rapid tourism development and expansion will further
5 compound the labor shortage. Continued growth will be dependent on the
6 availability of a technically-skilled labor force. Education is the key component
7 in the preparation of a skilled labor force and the development of human
8 resources, in general.

9 It is also the intent of the Legislature to see that the people of Guam are
10 given the educational training, knowledge and skills needed to allow them to
11 compete at all levels within the corporate hierarchy---entry, mid-management,
12 and upper management levels. This is necessary if local residents are to benefit
13 individually and collectively from the tourism industry.

14 Therefore, it is the purpose of this Act to provide for the development of a
15 tourism unit within the Department of Education and for the expansion of
16 tourism-related programs at the Guam Community College and the University of
17 Guam and to appropriate funds to meet the objectives.

18 Section 2. The sum of \$125,000 is appropriated from the Tourist
19 Attraction Fund to the Department of Education for a coordinating unit to
20 develop field trip handbooks, locate or develop relevant teaching materials, plan
21 career/job exposure opportunities, coordinate job placement for high school
22 students, develop in-service programs for teachers, design a tourism curriculum

1 and relevant printed materials. The Department is authorized to employ 3 FTE
2 for this specific purpose.

3 Section 3. The sum of \$114,900 is appropriated from the Tourist Attraction
4 Fund to the Guam Community College for a Tourism Training Unit and will
5 include Japanese 1, 2, and 3 and Culture/History/Geography of Asia and the
6 Pacific.

7 Section 4. The sum of \$55,699 is appropriated from the Tourist Attraction
8 Fund to the University of Guam for a Tourist Industry Management Program to
9 hire one faculty to teach courses in Hotel Management, Economic Impact of
10 Tourism, Food and Beverage Management and Marketing Tourism.