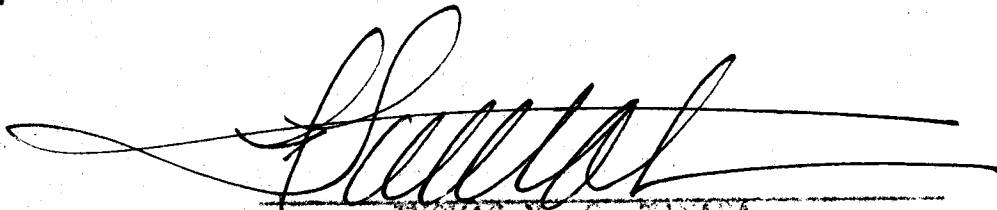


FIFTEENTH GUAM LEGISLATURE  
1979 (FIRST) Regular Session

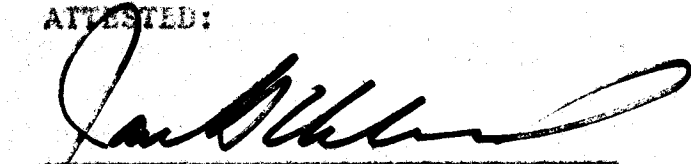
CERTIFICATION OF PASSAGE OF AN ACT TO THE GOVERNOR

This is to certify that Substitute Bill No. 3, "An Act to add Chapter IV to Title XIV of the Government Code relative to policy for tourism", was on the 14th day of September 1979, duly and regularly passed.

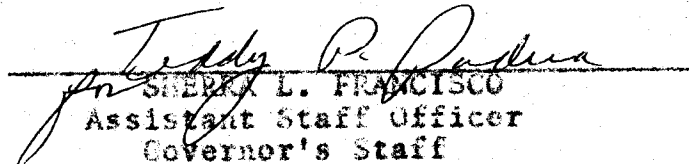


THOMAS V. C. TANARA  
Speaker


ATTESTED:

  
JAMES H. UNDERWOOD  
Legislative Secretary

-----  
This Act was received by the Governor this 25<sup>th</sup> day of  
September 1979 at 3:33 o'clock P.M.

  
SHERY L. FRANCISCO  
Assistant Staff Officer  
Governor's Staff

APPROVED:

  
PAUL H. CALVO  
Governor of Guam

DATED: 10-2-79

PH-5-70

FIFTEENTH GUAM LEGISLATURE  
1979 (FIRST) Regular Session

Bill No. 3  
(As Substituted  
by Author)

Introduced by

---

F. F. Blas  
K. B. Aguon  
C. C. Bamba  
E. T. Charfauros  
E. M. Espaldon  
J. F. Quan  
J. T. San Agustin  
J. H. Underwood  
A. R. Unpingco  
T. C. Crisostomo

AN ACT TO ADD CHAPTER IV TO TITLE XIV  
OF THE GOVERNMENT CODE RELATIVE TO  
POLICY FOR TOURISM.

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

2 Section 1. Chapter IV is added to Title XIV of the Govern-  
3 ment Code to read:

4 "CHAPTER IV

5 Tourism Policy

6 Section 13300. (a) The purpose of this Act is to  
7 establish policy on tourism for the orderly planned growth  
8 of tourism to result in the maximum benefit to the people  
9 of Guam.

10 (b) The Legislature finds that Guam is unique in its  
11 combination of beauty of natural, physical environment, in  
12 its peoples and their island spirit, and in its cosmopolitan  
13 mixing of ethnic groups, cultures, religions and life-styles.  
14 These facets of beauty are to be preserved and enhanced,  
15 not only because they are the basis for Guam's attraction  
16 to visitors but because they are the basis for Guam's attrac-  
17 tion to its own people. As other tourist destination areas  
18 in the world become increasingly competitive in the marketing

1 of their assets and attractions, and as Guam in turn develops  
2 its visitor industry to respond to new and changing condi-  
3 tions, it must, as a matter of deliberate policy, seek to  
4 retain its uniqueness to visitors and residents, even as  
5 it proceeds to maintain the visitor industry as an important  
6 source of economic benefits to the people of the territory.

7 Section 13301. Definitions. As used in this Chapter:

8 (a) 'tourism' means the activities involved in  
9 providing and marketing services and products including  
10 accommodations to persons visiting Guam for recreation  
11 and pleasure;

12 (b) 'visitor industry' means the industry  
13 consisting of private and public organizations which  
14 directly and indirectly provide services or products  
15 to visitors to Guam;

16 (c) 'Director' means the Director of the Depart-  
17 ment of Commerce; and

18 (d) 'resident' means any person who is domiciled  
19 in the territory of Guam and thus does not maintain a  
20 legal residence outside Guam.

21 Section 13302. Objectives and Policies. (a) It shall  
22 be the objective of the government of Guam through its  
23 programs, authorities and resources to:

24 (1) provide an optimum of satisfaction and high  
25 quality service to visitors;

26 (2) protect the natural beauty of Guam;

27 (3) preserve and enrich the understanding, by  
28 visitors and residents, of our native Chamorro heritage  
29 as well as the cultural and social contributions to  
30 Guam of all of its ethnic groups and peoples;

1 (4) to ensure that the benefits of tourism are  
2 shared to the optimum by all residents and to ensure  
3 that the welfare of Guam residents always takes  
4 precedence over and serves as the guiding factor in all  
5 efforts to optimize the satisfaction and high quality  
6 service to visitors; and

7 (5) sustain the economic health of the visitor  
8 industry to the extent that such economic health is  
9 compatible with the objectives of items (1) through  
10 (4) of this Subsection.

11 (b) In pursuance of the objectives, the Legislature, in  
12 the formulation of program policies, and all governmental  
13 agencies and the visitor industry, in development and imple-  
14 mentation of programs, shall, insofar as practicable, adhere  
15 to the following policies:

16 (1) Planned Growth of Tourism--

17 (i) The Director shall develop a ten-year  
18 master plan for the growth of tourism for presenta-  
19 tion to the Guam Legislature. This plan shall take  
20 cognizance of Guam's need for additional job  
21 opportunities, need for tax revenues, the optimum  
22 distribution of the visitor industry throughout  
23 the territory and the nature of the environment.

24 (ii) One provision of the plan shall be the  
25 upgrading and improvement of the facilities and  
26 services available to tourists on the island.

27 (iii) The plan shall provide adequate oppor-  
28 tunities for village participation, federal agency  
29 participation, and private citizens' involvement  
30 in the decision-making process of tourism planning  
31 and policy formulation.

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(2) Visitor Satisfaction --

(i) encourage the development of tourist areas attractive in appearance, manageable in terms of densities and with recreational opportunities.

(ii) encourage all governmental and private agencies to do their utmost to assure the personal safety of residents and tourists both within and without tourist destination areas.

(iii) minimize the problems of visitors in not receiving contracted services such as transportation, tours or hotels.

(3) Protection and Promotion of Guam's Natural Beauty and Attractions --

(i) protect and preserve shoreline areas and provide access to such areas for tourists and residents.

(ii) assure the rights of residents to the use of beaches and beach access areas, surfing and fishing sites, hiking trails, and other recreational sites and scenic areas.

(iii) reconstruct, maintain and preserve sites which have been important in Guam's history.

(iv) promote various cultural and ethnic holidays, observances and festivities.

(4) Guam's Heritage --

(i) promote the understanding by visitors and residents of our native Chamorro heritage and the social and cultural contributions of all ethnic groups and peoples residing in Guam.

1 (ii) foster cultural and social exchanges  
2 between visitors and residents.

3 (iii) encourage the visitor industry to  
4 emphasize the cultural and social heritage of  
5 Guam in promoting tourism.

6 (5) Resident Requirements --

7 In pursuance of the territorial policy on  
8 tourism, all agencies, in the development of  
9 programs, shall, insofar as practicable, consider  
10 the following guidelines:

11 (i) Attempt to reconcile amicably the  
12 activities and accommodations of the visitor with  
13 the daily pursuits and lifestyles of the residents.

14 (ii) Regard the interests of the residents,  
15 including employment, as preferable when attempting  
16 reconciliation of conflicting resident and visitor  
17 requirements.

18 (6) Education and Training --

19 (i) develop an understanding among all  
20 citizens of the role of tourism in Guam, both in  
21 terms of its economic and social importance and  
22 the problems it presents, through appropriate  
23 formal and informal learning experiences, and  
24 further, foster among all citizens the Chamorro  
25 capacity for courtesy and the island spirit.

26 (ii) provide for, in all educational levels  
27 throughout the territory, including, but not limited  
28 to, the primary school system, formal education  
29 in the areas of tourism and Guam history and  
30 culture.

1 (iii) provide adequate opportunities for high  
2 quality education, training and understanding of  
3 the island spirit by all prospective or present  
4 employees in the Guam visitor industry.

5 (7) Criteria for Growth --

6 (i) ensure the growth of the visitor industry  
7 is consistent with the attainment of economic,  
8 social, physical and environmental objectives in  
9 the territorial plan. Such objectives include,  
10 but are not limited to, the striving for full and  
11 optimal employment and the attainment of desirable  
12 rates of population growth.

13 (ii) continuously monitor and evaluate the  
14 social costs of growth of the visitor industry  
15 against the social benefits.

16 (iii) ensure that all sectors of the visitor  
17 industry contribute to the generation of tax  
18 revenues needed to furnish governmental services.  
19 The visitor industry shall be assessed on an  
20 equitable basis with other industries. The visitor  
21 industry is expected to assume a proportionate  
22 share of the total tax burden, recognizing, how-  
23 ever, that an excessive tax burden on any industry  
24 can jeopardize or restrict the growth of that  
25 industry.

26 (iv) seek to eliminate those unreasonable and  
27 unnecessary barriers which raise the cost of  
28 constructing hotel and other visitor-related  
29 facilities.

1 (v) encourage the public and private sectors  
2 to cooperatively maintain an economically viable  
3 industry in keeping with the attainment of social,  
4 economic and environmental objectives.

5 (vi) emphasize in the territory's tourism  
6 promotional efforts the high quality of Guam's  
7 natural and cultural features.

8 (vii) promote the visitor industry through such  
9 activities as the Guam Visitors Bureau and similar  
10 agencies and assure that the visitor industry  
11 contributes its fair share of the cost of such  
12 promotion.

13 (8) Cooperating with Neighbor Islands--

14 (i) promote the visitor industry in coopera-  
15 tion with the Commonwealth of the Northern Mariana  
16 Islands and the territories of the region so that  
17 all will benefit from the visitor industry.

18 (ii) encourage the visitor industry to  
19 emphasize the cultural and social heritage of all  
20 of the peoples of the Marianas Islands."



DA'

9-14-79

## 15TH GUAM LEGISLATURE

## VOTING RECORD

5 BILL/RESOLUTION NO. 3

MAIN SPONSOR  
NOT  
VOTING

EB

SENATOR	AYE	NAY	MAIN SPONSOR NOT VOTING	ABSENT
AGUON, Katherine B.	✓			
BAMBA, Cecilia C.	✓			
BLAS, Frank F.	✓			
CHARFAUROS, Edward T.	✓			
CRISOSTOMO, Thomas C.	✓			
DUENAS, Edward R.	✓			
ESPALDON, Ernesto M.	<i>exc. abs</i>			
KASPERBAUER, Carmen A.	<i>out</i>			
LAMORENA, Alberto C., III	✓			
PALOMO, Antonio M.	✓			
PALOMO, Benigno M.	✓			
PEREZ, Peter, Jr.	✓			
QUAN, John F.	✓			
QUITUGUA, Franklin J.	✓			
SAN AGUSTIN, Joe T.	✓			
SANTOS, Francisco R.	✓			
SUDO, Ramon Q.	✓			
TAITANO, Richard F.	<i>exc. abs</i>			
TANAKA, Thomas V. C.	✓			
UNDERWOOD, James H.	✓			
UNPINGCO, Antonio R.	✓			

TOTAL

18

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