



CARL T.C. GUTIERREZ
GOVERNOR OF GUAM

MAY 01 1996

The Honorable Speaker
Twenty-Third Guam Legislature
Guam Legislature Temporary Building
155 Hesler Street
Agana, Guam 96910

REFER TO
LEGISLATIVE SECRETARY
OFFICE OF THE LEGISLATIVE SECRETARY

Date: 5/1/96
Time: 3:00
Received by: [Signature]
Print Name: [Signature]

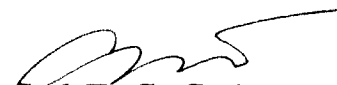
LEGISLATIVE SECRETARY
REFER TO

Dear Speaker:

Enclosed please find a copy of Substitute Bill No. 569 (LS), "AN ACT TO APPROPRIATE THREE HUNDRED FIFTY FOUR THOUSAND FOUR HUNDRED ONE DOLLARS (\$354,401) FROM THE FISCAL YEAR 1996 SURPLUS OF THE TOURIST ATTRACTION FUND TO THE UNIVERSITY OF GUAM FOR THE DEVELOPMENT AND IMPLEMENTATION OF THE INTERNATIONAL TOURISM PROGRAM BEGINNING IN THE FALL OF 1996 THROUGH FISCAL YEAR 1997", which I have signed into law today as **Public Law No. 23-90**.

The funding from this program comes from the Tourist Attraction Fund. I believe that it is very important for our local people to be afforded the opportunity to study right here on our island at the University of Guam for entry into middle management positions in the very important industry on our island, the visitor industry. We already have in place a program for entry level positions at the Guam Community College, and the expansion of a visitor industry program at the University level is a natural and necessary element towards affording our people the opportunity to be part of the industry that drives Guam's economy.

Very truly yours,


Carl T. C. Gutierrez
Governor of Guam

Attachment
231106

OFFICE OF THE LEGISLATIVE SECRETARY
ACKNOWLEDGEMENT RECEIPT

Received By: [Signature]
Time: 4:57
Date: 5/1/96

TWENTY-THIRD GUAM LEGISLATURE
1996 (SECOND) Regular Session


CERTIFICATION OF PASSAGE OF AN ACT TO THE GOVERNOR

This is to certify that Substitute Bill No. 569 (LS), "AN ACT TO APPROPRIATE THREE HUNDRED FIFTY FOUR THOUSAND FOUR HUNDRED ONE DOLLARS (\$354,401) FROM THE FISCAL YEAR 1996 SURPLUS OF THE TOURIST ATTRACTION FUND TO THE UNIVERSITY OF GUAM FOR THE DEVELOPMENT AND IMPLEMENTATION OF THE INTERNATIONAL TOURISM PROGRAM BEGINNING IN THE FALL OF 1996 THROUGH FISCAL YEAR 1997," was on the 19th day of April, 1996, duly and regularly passed.



TED S. NELSON
Acting Speaker

Attested:




JUDITH WON PAT-BORJA
Senator and Legislative Secretary

This Act was received by the Governor this 24 day of April,
1996, at 6:00 o'clock P.M.

Assistant Staff Officer
Governor's Office

APPROVED:



CARL T. C. GUTIERREZ
Governor of Guam

Date: 5-1-96

Public Law No. 23-90

TWENTY-THIRD GUAM LEGISLATURE
1996 (SECOND) Regular Session

Bill No. 569 (LS)

As substituted by the Committee
on Tourism & Transportation

Introduced By:

J. P. Aguon
A. R. Unpingco
A. C. Lamorena V
T. C. Ada
E. Barrett-Anderson
A. C. Blaz
J. M. S. Brown
F. P. Camacho
M. C. Charfauros
H. A. Cristobal
M. Forbes
C. Leon Guerrero
L. Leon Guerrero
T. S. Nelson
S. L. Orsini
V. C. Pangelinan
D. Parkinson
J. T. San Agustin
A. L. G. Santos
F. E. Santos
J. Won Pat-Borja

AN ACT TO APPROPRIATE THREE HUNDRED FIFTY
FOUR THOUSAND FOUR HUNDRED ONE
DOLLARS (\$354,401) FROM THE FISCAL YEAR 1996
SURPLUS OF THE TOURIST ATTRACTION FUND TO
THE UNIVERSITY OF GUAM FOR THE
DEVELOPMENT AND IMPLEMENTATION OF THE
INTERNATIONAL TOURISM PROGRAM
BEGINNING IN THE FALL OF 1996 THROUGH
FISCAL YEAR 1997.

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

2 **Section 1. Legislative findings and intent.** As the military reduces its
3 presence on Guam, the visitor industry has become the major engine driving
4 our economy. It is critical that we provide educational training for our
5 workforce to fill the growing demands of the industry. Its phenomenal
6 growth in the last 25 years accounts for two-thirds of Guam's economy. It is
7 the key industry that dictates our island's economic well being. As a result, we
8 are faced with a lack of an educated and trained work force to meet the
9 expanding demand.

10 For several years, the high schools and the Guam Community College
11 have offered courses for the training of entry level positions. However, as the
12 industry expands, the need for a degree program at the university level has
13 been identified to address the requirements for middle management
14 positions.

15 As the industry matures in the coming years, these degree holders can
16 gain more experience that will enable them to move up to occupy senior
17 management positions.

18 It is therefore the intent of the Legislature to address the educational
19 needs of middle management positions in the visitor industry by providing an
20 appropriation for the development and implementation of the International
21 Tourism Program at the University of Guam that will begin in the Fall
22 Semester of 1996.

23 **Section 2. Appropriation.** The sum of THREE HUNDRED FIFTY
24 FOUR THOUSAND FOUR HUNDRED ONE DOLLARS (\$354,401) is
25 appropriated from the Tourist Attraction Fund to the University of Guam for
26 the development and implementation of the International Tourism Program

1 beginning with the Fall Semester of 1996 through Fiscal Year 1997 inclusive.
2 The sum appropriated pursuant to this section shall be allocated as follows:

3	110 PERSONNEL SERVICES	
4	Faculty	
5	111 New Salary (3 Auth FTE)	\$152,295
6	Technical Assistant	
7	New Salary (1 Auth FTE)	\$31,064
8	Total Salaries	\$183,359
9	113 Benefits	\$38,505
10	Total Benefits	\$38,505
11	TOTAL SALARIES AND BENEFITS	\$221,864
12	220 TRAVEL AND BENEFITS	
13	Includes faculty development and conferences	
14	Off-island air/grnd - 3	\$3,000
15	Off-island per diem - 3	\$4,500
16	TOTAL TRAVEL AND BENEFITS	\$7,500
17	230 CONTRACTUAL SERVICES	
18	Visiting lecturers - 2	\$10,000
19	Practicing professionals - 10	\$5,000
20	Internet services - 12	\$720
21	WWW Page for promotion of UOG's Intl. Tourism Program	\$2,400
22	Copy machine lease	\$3,000
23	Computer repair services	\$500
24	Local restaurant for food and beverage training - 12	\$12,000
25	TOTAL CONTRACTUAL SERVICES	\$33,620
26	240 SUPPLIES / MATERIALS	
27	Computer paper	\$200

1	Miscellaneous Office Supplies	\$2,000
2	Reference books	\$2,000
3	Bibliographical services	\$750
4	Periodicals	\$2,250
5	Educational tapes and CDRoms	\$10,000
6	Software for faculty / staff	\$2,000
7	Business cards - 3	\$120
8	Transparencies - 500 per faculty	\$375
9	TOTAL SUPPLIES / MATERIALS	\$19,695
10	250 EQUIPMENT	
11	Office computers - 4	\$12,000
12	Portable computers for classes - 2	\$6,890
13	Remote pointers for portable computers - 2	\$400
14	Scanner	\$800
15	Telephone Meridian system - 4	\$720
16	Fax machine	\$1,000
17	Office furnitures	\$5,000
18	Polaview LCD projector	\$5,995
19	Overhead projectors - 3	\$1,350
20	Table for overhead projectors - 3	\$582
21	TV VCR with stand - 2	\$2,296
22	Camcorder	\$1,050
23	Laser pointers for presentations - 3	\$450
24	Video disc player	\$800
25	Slide projector Caramate	\$1,135
26	Overhead screen / tripod - 3	\$483
27	Flex cam projector for books	\$895

1	Slide scanner	\$2,000
2	TOTAL EQUIPMENT	\$43,846
3	290 MISCELLANEOUS	
4	Membership in various tourism associations	
5	(including PATA, CHRIE, WTO, TTRA, etc.)	\$2,500
6	Funds for Intl. Tourism Program library support	\$7,500
7	Indirect cost for administration of program	\$16,876
8	TOTAL MISCELLANEOUS	\$26,876
9	360 UTILITIES	
10	364 Toll calls / fax	\$1,000
11	TOTAL UTILITIES	\$1,000
12	TOTAL APPROPRIATION	\$354,401

Date: 4/19/96

VOTING SHEET

Bill No. 569

Resolution No. _____

Question: _____

NAME	YEAS	NAYS	NOT VOTING/ ABSTAINED	ABSENT/ OUT DURING ROLL CALL
ADA, Thomas C.	✓			
AGUON, John P.	✓			
BARRETT-ANDERSON, Elizabeth	✓			
BLAZ, Anthony C.	✓			
BROWN, Joanne S.	✓			
CAMACHO, Felix P.	✓			
CHARFAUROS, Mark C	✓			
CRISTOBAL, Hope A.	✓			
FORBES, -MARK	✓			
LAMORENA, Alberto C., V	✓			
LEON GUERRERO, Carlotta	✓			
LEON GUERRERO, Lou	✓			
NELSON, Ted S.	✓			
ORSINI, Sonny L.	✓			
PANGELINAN, Vicente C	✓			
PARKINSON, Don	✓			
SAN AGUSTIN, Joe T.	✓			
SANTOS, Angel L. G.	✓			
SANTOS, Francis E.	✓			
UNPINGCO, Antonio R.	✓			
WONPAT-BORJA, Judith	✓			

TOTAL

21 0 0 0

CERTIFIED TRUE AND CORRECT:

Recording Secretary

PL 2490

SENATOR
JOHN PEREZ AGUON



CHAIRMAN
COMMITTEE ON TOURISM & TRANSPORTATION

23RD GUAM LEGISLATURE

OFFICE: 479 W. O'Brien Drive · Suite 301 · Bank of Guam, Santa Cruz · Agana
MAIL: 155 Hesler St. · Agana, Guam · 96910 · (671)472-3570/1/2 · Fax: (671)477-8358

April 15, 1996

Honorable Don Parkinson, Speaker
23rd Guam Legislature
155 Hessler St.
Agana, Guam 96910

Dear Mr. Speaker,

The Committee on Tourism & Transportation, to which the following was referred, wishes to report its findings and recommendations:

BILL 569: (as substituted by the Committee on Tourism & Transportation): AN ACT TO APPROPRIATE THREE HUNDRED THIRTY SEVEN THOUSAND FIVE HUNDRED TWENTY FIVE DOLLARS (\$337,525) FROM THE FISCAL YEAR 1996 SURPLUS OF THE TOURIST ATTRACTION FUND TO THE UNIVERSITY OF GUAM FOR THE DEVELOPMENT AND IMPLEMENTATION OF THE INTERNATIONAL TOURISM PROGRAM BEGINNING IN THE FALL OF 1996 THROUGH FISCAL YEAR 1997.

The Committee voting record on Bill 569 is as follows:

TO PASS	<u>11</u>
NOT TO PASS	<u>0</u>
TO ABSTAIN	<u>0</u>
TO PLACE IN THE INACTIVE FILE	<u>0</u>
NOT VOTING	<u>0</u>

The recommendation of the Committee is to do pass. A copy of the voting sheet, report and all pertinent documents are attached for your information.


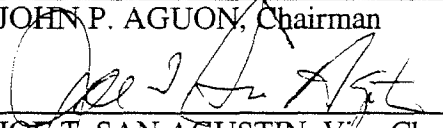


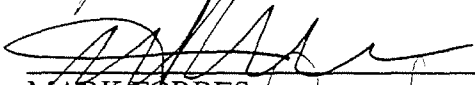
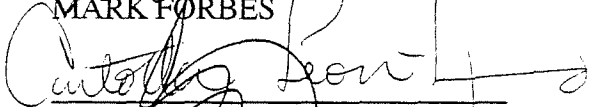
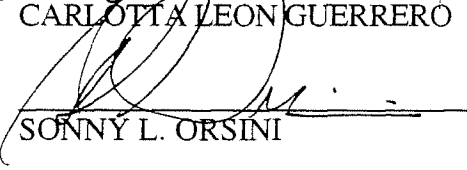

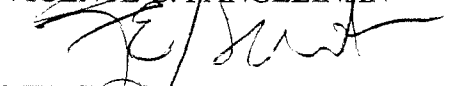
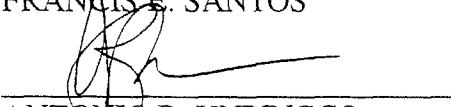
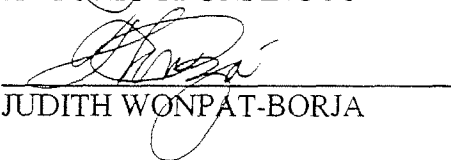
Sincerely,

JOHN PEREZ AGUON
Chairman

Attachments

VOTING SHEET
COMMITTEE ON TOURISM & TRANSPORTATION
23RD GUAM LEGISLATURE

BILL NO. 569 (as substituted by the Committee on Tourism & Transportation): AN ACT TO APPROPRIATE THREE HUNDRED THIRTY SEVEN THOUSAND FIVE HUNDRED TWENTY FIVE DOLLARS (\$337,525) FROM THE FISCAL YEAR 1996 SURPLUS OF THE TOURIST ATTRACTION FUND TO THE UNIVERSITY OF GUAM FOR THE DEVELOPMENT AND IMPLEMENTATION OF THE INTERNATIONAL TOURISM PROGRAM BEGINNING IN THE FALL OF 1996 THROUGH FISCAL YEAR 1997.

	TO PASS	NOT TO PASS	TO ABSTAIN	TO PLACE IN INACTIVE FILE
 JOHN P. AGUON, Chairman	✓			
 JOE T. SAN AGUSTIN, Vice Chairman	✓			
 JOANNE S. BROWN	✓			
 FELIX P. CAMACHO	✓			
 MARK FORBES	✓			
 CARLOTTA LEON GUERRERO	✓			
 SONNY L. ORSINI	✓			
 VICENTE C. PANGELINAN	✓			
 FRANCIS E. SANTOS	✓			
 ANTONIO R. UNPINGCO	✓			
 JUDITH WONPAT-BORJA	✓			

TWENTY-THIRD GUAM LEGISLATURE
1996 (SECOND) Regular Session

Bill No. 569

(As substituted by the Committee
on Tourism & Transportation)

Introduced By:

J. P. AGUON
A. R. UNPINGCO

AN ACT TO APPROPRIATE THREE HUNDRED THIRTY SEVEN THOUSAND FIVE HUNDRED TWENTY FIVE DOLLARS (\$337,525) FROM THE FISCAL YEAR 1996 SURPLUS OF THE TOURIST ATTRACTION FUND TO THE UNIVERSITY OF GUAM FOR THE DEVELOPMENT AND IMPLEMENTATION OF THE INTERNATIONAL TOURISM PROGRAM BEGINNING IN THE FALL OF 1996 THROUGH FISCAL YEAR 1997.

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

2 **SECTION 1. Legislative findings and intent.** As the
3 military reduces its presence on Guam, the visitor industry has
4 become the major engine driving our economy. It is critical that
5 we provide educational training for our workforce to fill the
6 growing demands of the industry. Its phenomenal growth in the
7 last 25 years accounts for two-thirds of Guam's economy. It is
8 the key industry that dictates our island's economic well being.
9 As a result, we are faced with a lack of an educated and trained
10 work force to meet the expanding demand.

11 For several years, the high schools and the Guam
12 Community College have offered courses for the training of
13 entry level positions. However, as the industry expands, the

1 need for a degree program at the university level has been
 2 identified to address the requirements for middle management
 3 positions.

4 As the industry matures in the coming years, these degree
 5 holders can gain more experience that will enable them to move
 6 up to occupy senior management positions.

7 It is therefore the intent of the Legislature to address the
 8 educational needs of middle management positions in the visitor
 9 industry by providing an appropriation for the development and
 10 implementation of the International Tourism Program at the
 11 University of Guam that will begin in the Fall Semester of 1996.

12 **SECTION 2. Appropriation.** The sum of **THREE HUNDRED**
 13 **THIRTY SEVEN THOUSAND FIVE HUNDRED TWENTY FIVE DOLLARS**
 14 **(\$337,525)** is appropriated from the Tourist Attraction Fund to
 15 the University of Guam for the development and
 16 implementation of the International Tourism Program beginning
 17 with the Fall Semester of 1996 through Fiscal Year 1997
 18 inclusive. The sum appropriated pursuant to this section shall be
 19 allocated as follows:

20 110 PERSONNEL SERVICES

21 Faculty

22 1 1 1 New Salary (3 Auth FTE) \$152,295

23 Technical Assistant

24 New Salary (1 Auth FTE) \$31,064

25 **Total Salaries** \$183,359

26 1 1 3 Benefits \$38,505

27 **Total Benefits** \$38,505

1	TOTAL SALARIES AND BENEFITS	\$221,864
2	220 TRAVEL AND BENEFITS	
3	Includes faculty development and conferences	
4	Off-island air/grnd - 3	\$3,000
5	Off-island per diem - 3	\$4,500
6	TOTAL TRAVEL AND BENEFITS	\$7,500
7	230 CONTRACTUAL SERVICES	
8	Visiting lecturers - 2	\$10,000
9	Practicing professionals - 10	\$5,000
10	Internet services - 12	\$720
11	WWW Page for promotion of UOG's Intl. Tourism Program	\$2,400
12	Copy machine lease	\$3,000
13	Computer repair services	\$500
14	Local restaurant for food and beverage training - 12	\$12,000
15	TOTAL CONTRACTUAL SERVICES	\$33,620
16	240 SUPPLIES / MATERIALS	
17	Computer paper	\$200
18	Miscellaneous Office Supplies	\$2,000
19	Reference books	\$2,000
20	Bibliographical services	\$750
21	Periodicals	\$2,250
22	Educational tapes and CDROMs	\$10,000
23	Software for faculty / staff	\$2,000
24	Business cards - 3	\$120
25	Transparencies - 500 per faculty	\$375
26	TOTAL SUPPLIES / MATERIALS	\$19,695
27	250 EQUIPMENT	

1	Office computers - 4	\$12,000
2	Portable computers for classes - 2	\$6,890
3	Remote pointers for portable computers - 2	\$400
4	Scanner	\$800
5	Telephone Meridian system - 4	\$720
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8	Polaview LCD projector	\$5,995
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16	Overhead screen / tripod - 3	\$483
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18	Slide scanner	\$2,000
19	TOTAL EQUIPMENT	\$43,846
20	2 9 0 MISCELLANEOUS	
21	Membership in various tourism associations	
22	(including PATA, CHRIE, WTO, TTRA, etc.)	\$2,500
23	Funds for Intl. Tourism Program library support	\$7,500
24	TOTAL MISCELLANEOUS	\$10,000
25	360 UTILITIES	
26	3 6 4 Toll calls / fax	\$1,000
27	TOTAL UTILITIES	\$1,000

1 **TOTAL APPROPRIATION** **\$337,525**
2 **SECTION 3. Prohibition of indirect cost.** The
3 International Tourism Program shall not be charged any indirect
4 cost for administering program activities by the University of
5 Guam.



23rd Guam Legislature
**COMMITTEE ON
TOURISM and
TRANSPORTATION**

COMMITTEE REPORT

**BILL NO. 569 (as substituted by the
Committee on Tourism &
Transportation): AN ACT TO
APPROPRIATE THREE HUNDRED
THIRTY SEVEN THOUSAND FIVE
HUNDRED TWENTY FIVE DOLLARS
(\$337,525) FROM THE FISCAL YEAR
1996 SURPLUS OF THE TOURIST
ATTRACTION FUND TO THE
UNIVERSITY OF GUAM FOR THE
DEVELOPMENT AND
IMPLEMENTATION OF THE
INTERNATIONAL TOURISM
PROGRAM BEGINNING IN THE FALL
OF 1996 THROUGH FISCAL YEAR 1997.**

**PUBLIC HEARING:
April 4, 1996**

SENATOR JOHN PEREZ AGUON, Chairman	
SENATOR JOE T. SAN AGUSTIN	SENATOR CARLOTTA LEON GUERRERO
Vice Chairman	SENATOR SONNY L. ORSINI
SENATOR JOANNE S. BROWN	SENATOR VICENTE C. PANGELINAN
SENATOR FELIX P. CAMACHO	SENATOR FRANCIS E. SANTOS
SENATOR MARK FORBES	SENATOR ANTONIO R. UNPINGCO
	SENATOR JUDITH WON PAT-BORJA

COMMITTEE REPORT

BILL 569 INTERNATIONAL TOURISM PROGRAM UNIVERSITY OF GUAM

Public Hearing:

1. Persons who presented testimonies:

Jeffrey Ronan, Hospitality consultant & restaurateur
Norbert Unpingco, GVB Vice-Chairman and "Mr. Tourism"
Jimmy Dee, GVB Chairperson
Albert Perez
David Tydingco, Guam Hotel and Restaurant Association (GHRA) President
Frank Torres
Marcel Camacho
Franklin Quitugua, UOG Trustee
Dr. John Salas, UOG President
John T. Cruz, GCC President
Dr. Daljit Singh, Interim Dean and Professor of Public Administration
Dr. William Bradberry, UOG Professor and Chair of the Management and
Marketing Department
Dr. Stan McGahey, UOG Assistant Professor for Visitor Industry Management

2. Date: April 4, 1996

3. Committee members present:

Chairperson John Perez Aguon
Senator Carlotta Leon Guerrero
Vice-Speaker Ted Nelson
Senator Ben Pangelinan
Senator Francis Santos
Senator Tony Unpingco

4. Summary.

Jeffrey Ronan (Hospitality Consultant & restaurateur) explained that hospitality education in Europe was traditionally provided at the work place. In the U.S., formal education began in 1922 at Cornell University. Now hospitality education is available in some 1,200 high schools, nearly 600 junior or community colleges and more than 178 four year programs. Based on a telephone survey that he conducted in March, 1995, of the 22 hotels that responded, there were 618 supervisory positions and 638 management positions (total of 1,256 positions). "Most of the hotels are required by their Qualifying Certificates to have 75% of their management to be "locally" hired. This creates the possibilities of 942 local supervisor and management positions now available in the hotel industry." When you add the restaurants, lounges and tour

operator businesses, you have a total of 1,694 hospitality management / supervisor positions. While GCC provides skill training for line employees, "there is a void when it comes to fulfilling 75% of the management with local hires."

Bert Unpingco (GVB Vice-chair and "Mr. Tourism) read his written testimony supporting the bill. Unpingco stated that based on projections, there will be 1,550,000 visitors this year. The industry is 3 decades old and there are "...no local managers in our hotels, local tour companies and tourist attractions, etc. It is critical that we recruit and educate local students who possess the interest, talent and commitment to work their way up to become the top managers..."

Jimmy Dee (GVB Chairperson) read his written testimony supporting the bill. He believes that through the program, we can have "...a better educated, more qualified local pool of manpower employed at the management level in our tourism industry."

Albert Perez (UOG Instructor and alumni) gave oral testimony supporting the bill.

David Tydingco (GHRA President) stated that the association supports programs for the advancement of the tourism industry. He expressed concern over the articulation of college credits between GCC and UOG, which has been the impediment to the full implementation of the "2+2+2" Program. He wants to use part of the appropriation to solve the articulation problem.

Frank Torres gave his oral support for the program.

Marcel Camacho orally supports the program. He has 11 years experience in hotel management. Camacho believes that locals will have to leave the island and get more experience elsewhere to get to upper management positions in hotels. He switched careers from hotel management to a developer of hotels when he realized that he could get no further than middle management. He also recommends that UOG offer a convention management program.

Dr. Franklin Quitugua (Former Speaker, currently UOG Regent and Regent Subcommittee chairperson of Academic and Tenure Committee) gave oral testimony supporting the bill. He made the following suggestions:

1. to include in the bill "... for development and implementation of the International Tourism Program beginning September 1996"; and,
2. change name to "International Tourism / Hospitality Industry Management Program".

John Salas (UOG President) read the written testimony of J. U. Torres (Chairman, UOG Regents) supporting the program.

John Cruz (GCC President) read his written testimony supporting the program. He cautions that the final implementation of the "2+2+2" Program may not occur with the UOG program. Based on his review of the UOG program, it looks like UOG is not

building on the GCC program. He suggested that UOG use the articulation agreement similar to that of the Criminal Justice majors.

Dr. Daljit Singh (UOG Interim Dean and Professor of Public Administration) read his written testimony supporting the program. He expects to attract 25 students for the program in the first semester.

Dr. William Bradberry (UOG Chair of the Management, Marketing and Tourism Department) gave his oral testimony supporting the program. He explained that there was unanimous support for the program in the university. The only reservation relates to funding which the bill addresses. The program will develop entrepreneurial managers and produce a resource base of faculty members and library materials.

Dr. Stan McGahey (UOG Professor of Tourism) read his written testimony supporting the program. As the principal designer of the program, he believes that the program will result in professionalism and citizenship. The major will prepare students for leadership positions. The students will take 42 credit hours of business foundation courses and 27 hours of international tourism courses along with an internship in the field. They will graduate with a Business Administration degree and a major in International Tourism. The student will understand how the industry works and will be equipped to provide leadership.

Dr. Joseph DeTorres (DOE Director) submitted written testimony supporting the program.

GENERAL DISCUSSIONS

Pangelinan asked if success, in terms of reaching a management position, is a result of longevity or educational background. Ronan replied that those with educational backgrounds are on the fast track to promotions. When Hyatt opened here, all the managers had hotel degrees from different schools. The trend of major hotel chains is to hire degree holders. Those graduating with degrees at age 22 become restaurant managers at age 30 and hotel general managers at age 35. Jimmy Dee added that education allows them to get their foot in the door.

Carlotta Leon Guerrero accepted Dr. Quitugua's guarantee that the program will be approved by the Board of Regents. She asked Dr. Cruz about the articulation problem between GCC and UOG. Cruz suggests that both institutions work together and explore the Criminal Justice model. She also asked how the Governor's plan for a Hotel School coordinated with the UOG program. Cruz replied that the Hotel School is only in principle and both the GCC and UOG programs are components of the school. Bradberry explained that the program was designed with the Hotel Institute in mind.

Salas explained that when GCC was established, it was envisioned to be a terminal program. However, the graduates now have evolved beyond GCC and they need to go to the university for higher level education.

Pangelinen wants GCC and UOG to work out the articulation problem so that students need not waste time and money taking unnecessary classes.

Nelson stated that the articulation problem must be solved. He inquired about the language requirements of the program.

Unpingco wants all schools, including the private schools and elementary schools, to work together and teach tourism courses so that students understand the importance of the industry to our economy.

Santos asked Salas if there are programs in UOG that do not have a sufficient number of students so that the funds allocated for that program can be shifted to pay for the tourism program. Salas replied that they are currently reviewing all programs to determine which ones do not have a sufficient number of enrollees. However, they are obligated to the student's completion of the program. Santos agrees that UOG has an obligation to the students but reminded Salas that he also has an obligation to the people of Guam to maximize the use of the funds. Aguon pointed out that this bill is outside the Governor's budget ceiling.

Of the 1,200 management positions in the hotels that were surveyed by Ronan, Nelson asked how many are filled by aliens and off-islanders. Ronan replied that the hiring of aliens is approved by the Dept. of Labor and the industry does not have a breakdown. Ronan believes that of those making over \$40,000 per year, less than 5% are locals. Aguon will write Dept. of Labor and GEDA to obtain information relating to aliens.

DISCUSSION ON THE BUDGET

Bradberry explained that they will have 3 professors in the program with a salary of about \$50,000 each. Singh stated that they need to hire around May 15 to start the program during the fall semester. The \$50,000 salary is that of an assistant professor.

Santos reminded Dr. Singh that you cannot legally bind a professor beyond a fiscal year. He asked what the professor would be doing during the summer. Singh replied that they will be organizing the internship programs, planning for the food and beverage class, moving to Dean's Circle, etc. Bradberry explained that if the professors are from off-island, they will have to study the dynamics of Guam's tourism industry.

Leon Guerrero asked if they are planning to hire professors locally. Bradberry answered that they have identified 5 locals with masters degrees. However, they must balance their hiring to maintain their accreditation.

Santos asked where they placed the adjunct professors in the budget. Bradberry replied that they hope to find full time professors. McGahey pointed out that because of accreditation issues, they have to look for professors with the right teaching credentials. He suggested that pro-tech scholarships should be offered for Ph.D.'s in the field of tourism.

Santos asked about the \$10,000 for travel. Bradberry replied that in the past, McGahey has used his personal funds to pay for the meetings and conferences that he has attended. It is important that during the conferences, the professors keep up to date with the trends that are presented and they must network with those in the industry.

Aguon inquired about the \$5,000 budget for practicing professionals. Since UOG does not have a food and beverage professor, Singh explained that they will have to look for a local consultant in the industry to help them develop a program. Santos asked why they don't consider "co-opting" with those in the industry. Aguon replied that they hope that the industry will cooperate for free but it is important that funds are available so that the program is not crippled by not having funds on stand-by, if needed. Bradberry assured Santos that they will seek the cooperation of the industry and they will only spend the funds if they have no other choice.

Unpingco wants to see more locals employed at the management level. He also wants more commitment from the industry to help the university with this program. Singh explained that during the 80's, he sought the help of the hotels. Hotels are not willing to release their employees for an extended time period. They were only willing to loan their personnel for short periods of time.

Aguon asked about the \$10,000 for the 2 visiting lecturers. Singh explained that the going rate now is \$5,000 per lecturer.

Santos inquired about the \$5,000 for internet services. Bradberry explained that they want Iftech because of the two way system and they also want to interface with others. The problem with the university's internet service is the fact that it is very limited.

Santos inquired about the \$10,000 for Records / Tapes / CDRoms. Bradberry answered that UOG has no reference materials for tourism and they need to purchase them for the students.

Santos asked about the \$2,000 for software. Bradberry replied that this is software for 3 professors and the assistant. They need Microsoft Office, etc. and he informed the committee that the university does not provide them with software.

Aguon asked why UOG does not tie up with GVB for the membership dues for the different associations. McGahey replied that the problem with having only one designated member is that the communications will be sent only to the registered entity and they will be left out. Aguon asked them to verify if \$2,500 was sufficient and requested McGahey to discuss the matter with GVB.

Santos asked if they planned to lease or purchase a copy machine. Singh answered that based on his experience, leased copiers were more expensive to operate because of the charge per page and their high usage. Santos asked what the maintenance contract was on the machines. Santos inquired why CBPA does not consolidate all their copiers. Bradberry replied that this is not possible since CBPA occupies 5 buildings. McGahey

explained that since tourism is very dynamic, there are no set textbooks so that a professor has to generate his / her materials.

Santos asked why they are asking for 4 office computers, 2 portable computers and 3 overhead projectors. Bradberry explained that to function effectively, they need to purchase these equipment in the first year.

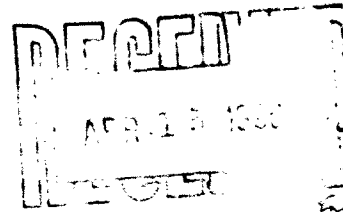
Santos inquired about the \$1,000 for utilities. Bradberry replied that this was for toll calls for the fax machine.

Santos asked what was the indirect cost to the university to administer this fund. The practice in UOG is to charge for the cost of administering a program. He feels that UOG will take \$3,000 from this program. Aguon stated that he will include language in the bill so that they cannot charge this program.

5. Committee Recommendation.

The Committee on Tourism and Transportation recommends the passage of Bill 569: AN ACT TO APPROPRIATE THREE HUNDRED THIRTY SEVEN THOUSAND FIVE HUNDRED TWENTY FIVE DOLLARS (\$337,525) FROM THE FISCAL YEAR 1996 SURPLUS OF THE TOURIST ATTRACTION FUND TO THE UNIVERSITY OF GUAM FOR THE DEVELOPMENT AND IMPLEMENTATION OF THE INTERNATIONAL TOURISM PROGRAM BEGINNING IN THE FALL OF 1996 THROUGH FISCAL YEAR 1997. Included in the bill is language which does not allow the University of Guam to charge indirect costs for administering the program.

COPY



**ELABORATION AND JUSTIFICATION FOR LINE ITEMS
BUDGET SUBMITTED BY THE INTERNATIONAL TOURISM PROGRAM
(BBA IN IT) MANAGEMENT, MARKETING AND TOURISM DEPARTMENT
COLLEGE OF BUSINESS AND PUBLIC ADMINISTRATION
UNIVERSITY OF GUAM**

REMAINDER OF FY 96 AND FY 97

FOLLOWING REF AND ITEM TAKEN FROM BUDGET REQUEST

REF ITEM (FOLLOWED BY ELABORATION/JUSTIFICATION)

111 FACULTY NEW SALARY

DURING THE FIRST YEAR OF THE PROGRAM IT IS EXPECTED THAT 3 FACULTY WILL BE USED (THIS WILL ALLOW NORMAL COURSE LOAD, INTERNSHIP COURSE TEACHING, COMMUNITY SERVICE, AND APPLIED RESEARCH). IT IS ALSO EXPECTED THAT CONSIDERABLE AMOUNTS OF COURSE DEVELOPMENT WILL BE ENGAGED IN PARTICULARLY IN THE AREA OF COMMUNITY SERVICE (SEMINARS), AND GRADUATE COURSE PLANNING TO SUPPLEMENT THE MBA PROGRAM.

SUBSEQUENT TO THE FIRST YEAR, 2 ADDITIONAL FACULTY WILL BE ADDED WHICH WILL RESULT IN EXPANDING THE FACULTY CAPABILITY TO

- APPROXIMATELY 35 TO 50 STUDENT INTERNSHIPS PER SEMESTER,
- THE TEACHING OF 3 GRADUATE COURSES PER SEMESTER,
- A CERTIFICATE PROGRAM FOR PREVIOUS UOG GRADUATES AND OTHER DEGREE HOLDERS,
- OUTREACH SERVICES INCLUDING INDUSTRY TRAINING OF SUPERVISORS AND MANAGERS (GEDA COMPLIANCE ACTIVITIES INCLUDING ASSISTING GEDA IS PLANNING AND INSPECTION OF QC COMPLIANCE (MANDATED BY LAW FOR CBPA'S PARTICIPATION),
- COOPERATION WITH THE GUAM HOTEL SCHOOL AND
- A COMPLETE UNDERGRADUATE PROGRAM WITH APPROXIMATELY 100 MAJORS TARGETED (12 TO 14 COURSES PER SEMESTER)

THIS IS ALL TARGETED FOR THE FIRST FIVE YEARS OF THE PROGRAM.

111 TECHNICAL ASSISTANT NEW SALARY

A TECHNICAL ASSISTANT WILL BE HIRED DURING THE FIRST YEAR TO SUPPORT FACULTY, STUDENTS, AND OUTREACH ACTIVITIES OF THE PROGRAM. THE ASSISTANT IS NECESSARY TO ASSIST IN PROGRAM DEVELOPMENT INCLUDING THE OUTREACH PORTION OF THE OVERALL INTERNATIONAL TOURISM EFFORT (INCLUDING THE PRESENT VISITOR INDUSTRY MINOR) AND TO KEEP TRACK OF THE INTERNSHIP PROGRAM. THE DUTIES OF THE TECHNICAL ASSISTANT WILL NECESSITATE THE HIRING OF A COLLEGE GRADUATE OR EQUIVALENT DUE TO THE ACADEMIC NATURE OF THE PROGRAM.

113 TOTAL BENEFITS

THIS INCLUDES BOTH PERSONNEL BENEFIT SUPPORT FOR ALL POSITIONS TO INCLUDE RETIREMENT/MEDICAL BENEFITS/ INSURANCE/ ETC.

220 **OFF ISLAND AIR/GROUND TRAVEL**

TO ATTEND REGIONAL AND INTERNATIONAL TOURISM RELATED CONFERENCES AND MEETINGS THAT ARE RELATED DIRECTLY TO FACULTY JOBS (COUNCIL ON HOTEL, RESTAURANT AND INSTITUTIONAL EDUCATIONAL, PACIFIC ASIA TRAVEL ASSOCIATION, WORLD TOURISM ASSOCIATION, AND TRAVEL AND TOURISM ASSOCIATION, ETC. FOR PURPOSES OF NETWORKING IN THE AREA OF INTERNATIONAL TOURISM). THIS INCLUDES TRANSPORTATION EXPENSE ONLY (HOTEL AND OTHER EXPENSES INCLUDING REGISTRATION FOR CONFERENCE ARE CONTAINED IN THE OFF ISLAND PER DIEM CATEGORY)

220 **OFF ISLAND PER DIEM**

TO ATTEND REGIONAL AND OTHER CONFERENCES AND MEETINGS THAT ARE RELATED DIRECTLY TO FACULTY JOBS (THIS INCLUDES PER DIEM AT GOVGUAM AUTHORIZED RATE AND CONFERENCE FEES)

230 **VISITING LECTURERS**

USED TO BRING TO THE ISLAND TOURISM EXPERTS WHO WILL ENHANCE THE PROGRAM AND ALSO INTERFACE WITH THE ISLAND TOURISM COMMUNITY. THIS MAY BE USED IN CONJUNCTION WITH GVB AND OTHER ORGANIZATIONS TO FUND SPEAKERS WHO WILL ADDRESS GVB, UNIVERSITY COMMUNITY, REGULAR CLASSES, AND COMMUNITY GROUPS ON ISSUES OF IMPORTANCE TO TOURISM.

DURING THE FIRST YEAR OF THE PROGRAM, SOME OF THIS FUNDING MIGHT BE USED TO SEARCH FOR FACULTY.

230 **PRACTICING PROFESSIONALS PER DAY**

USED WHEN PRACTICING PROFESSIONALS ARE NOT AVAILABLE WITHOUT COST AND IN AREAS WHERE IT IS MOST DIFFICULT TO OBTAIN SUCH EXPERTS.

DURING THE FIRST YEAR OF THE PROGRAM, SOME OF THIS FUNDING MIGHT BE USED TO SEARCH FOR FACULTY.

230 **INTERNET SERVICE (IFTECH OR COMPARABLE)**

TO CONNECT PROGRAM WITH GRAPHICAL INTERFACE TO A INTERNET SERVER SUCH AS THAT PROVIDED BY IT&E/SPRINT/INFO TECH/KUENTOS/ ETC FOR THE PURPOSE OF PROGRAM RESEARCH INTO TOURISM TRENDS.

230 **WWW PAGES FOR PROMOTION OF INTERNATIONAL TOURISM DEGREE PROGRAM**

TO RENT SPACE ON SERVER OF INTERNET PROVIDER AND PAY FEES FOR DESIGN OF PAGES FOR EACH FACULTY MEMBER/PROGRAM PROMOTION AND LINKAGES TO OTHER WEB PAGES (GOVGUAM/GVB/UOG/ETC.) AS MAY BE APPROPRIATE. IT IS ANTICIPATED THAT THE INTERNATIONAL TOURISM WEB PAGES WILL BE

LINKED TO TOURISM RESOURCES WEB PAGES AND THRU THEM TO PATA, USTTA, TIAA, PATA, CHRIE, TTRA, AND TOURNET HOME PAGES.

230 **COPY MACHINE LEASE**

HIGH SPEED COPY MACHINE (SIMILAR TO THOSE USED ON CAMPUS (CAN BE LEASED AT THE COST OF APROXIMATELY \$3000. PER YEAR WHICH INCLUDES MAINTENANCE AND SUPPLIES FOR THE FIRST THREE YEARS OF THE LEASE. AFTER THE FIRST THREE YEARS A NEW LEASE CAN BE NEGOTIATED (A NEW MACHINE CAN BE LEASED).

230 **COMPUTER REPAIR SERVICES**

TO MAINTAIN COMPUTERS BOTH FIXED OFFICE MACHINES AND PORTABLES (ESTIMATED BY CURRENT COSTS).

230 **LOCAL RESTAURANT FOR FOOD AND BEVERAGE TRAINING (OVER PERIOD OF 12 MONTHS OR 12 TIMES DURING TEACHING OF APPROPRIATE COURSE IN RESTAURANT MANAGEMENT)**

WHILE TEACHING COURSES IT IS NECESSARY TO HAVE STUDENTS TAKE OVER OPERATIONS OF AN EXISTING (QUALITY) FACILITY TO MANAGE AND PRACTICE (AS A LEARNING LAB) IT IS UNLIKELY THAT ANY QUALITY FACILITY WILL BE WILLING TO CLOSE DOWN OPERATIONS AND LET STUDENTS MANAGEMENT WITHOUT COMPENSATION (AT LEAST DURING THE TIMES THE FACILITY IS NEEDED BY INSTRUCTORS AND STUDENTS).

240 **COMPUTER PAPER**

ESTIMATED COST OF COMPUTER PAPER (BASED ON CURRENT USAGE PATTERNS).

240 **MISC OFFICE SUPPLIES**

ESTIMATED COST OF MISC OFFICE SUPPLIES (TYPING PAPER, COMPUTER RIBBONS, PADS, ETC FOR ONE YEAR CONSIDERING NUMBER OF FACULTY (INCLUDES CLASSROOM SUPPLIES SUCH A CHALK, MARKERS, PRESENTATION PAPER) (BASED ON CURRENT USAGE PATTERNS).

240 **REFERENCE BOOKS**

FOR BOOKS TO BE USED DIRECTLY BY PROGRAM FACULTY (IN-HOUSE LEARNING LIBRARY)

240 **BIBLIOGRAPHICAL SERVICES**

SERVICES SUCH AS ABI INFORM AND OTHERS USED FOR SEARCHING FOR MATERIALS USED IN FACULTY AND STUDENT RESEARCH (SUCH SERVICES NOT CURRENTLY PERFORMED BY LIBRARY DUE TO BUDGET CONSTRAINTS).

240 **PERIODICALS**

CURRENT JOURNALS AND MAGAZINES FOR USE IN CLASS AND FOR RESEARCH BY FACULTY/STUDENTS. FUNDS WILL ALSO BE USED TO OBTAIN BACK ISSUES OF THESE AS MAY BE APPROPRIATE.

240 **EDUCATIONAL TAPES AND CD ROMS**

THESE ARE TO BE DIRECTLY USED IN THE CLASSROOM FOR TEACHING AND OUTSIDE THE CLASSROOM FOR RESEARCH. (CD ROMS OF THIS TYPE ARE FROM \$50 TO \$100 EACH WITH VIDEO TRAINING TAPES FROM \$200 TO \$800 EACH).

240 **SOFTWARE FOR FACULTY/STAFF**

IN THE FIRST YEAR OF THE PROGRAM THIS WILL INCLUDE MICROSOFT OFFICE, STATISTICAL SOFTWARE, AND GRAPHICAL PROGRAMS FOR FACULTY AND THE TECHNICAL ASSISTANT. SOFTWARE FOR CONDUCTING SURVEYS IS PLANNED FOR THE ENHANCEMENT OF TEACHING AND RESEARCH. IN LATER YEARS IT IS EXPECTED THAT ADDITIONAL TEACHING SOFTWARE WILL BE INCLUDED IN ADDITION TO FACULTY RESEARCH AND ADMINISTRATIVE PROGRAMS (VIDEO CONFERENCE SOFTWARE AND OTHER INNOVATIVE TEACHING POSSIBILITIES ARE ENVISIONED).

240 **BUSINESS CARDS**

EACH FACULTY MEMBER SHOULD BE SUPPLIED WITH BUSINESS CARDS. (GIVEN THE NATURE OF THE EAST ASIAN AND RELATED MARKETS THIS IS ESSENTIAL).

240 **TRANSPARENCIES (500 PER FACULTY)**

FOR USE IN CLASSROOM AND PUBLIC SERVICE/TRAINING PRESENTATIONS (USED IN CONJUNCTION WITH DESKTOP COMPUTER AND COPY MACHINE) - THESE TRANSPARENCIES ARE TO BE USED WITH OVERHEAD PROJECTORS.

250 **COMPUTERS FOR OFFICE**

EACH FACULTY MEMBER AND TECHNICAL ASSISTANT WILL BE SUPPLIED WITH A COMPUTER (16 MEG OF MEMORY/CD ROM/VHS/HIGH SPEED MODEM/LASER PRINTER) IT IS EXPECTED THAT EVENTUALLY THESE WILL BE LINKED VIA ON-CAMPUS NETWORKS IN THE FUTURE BUT FOR NOW TELEPHONE LINE COMMUNICATIONS WILL BE USED).

250 **PORTABLE COMPUTER FOR CLASS**

FOR IN-CLASS USE AND FIELD RESEARCH PORTABLE COMPUTERS WILL BE USED IN CONJUNCTION WITH TEXTBOOK PUBLISHER SUPPLIED SOFTWARE AND FACULTY CREATED TEACHING PROGRAMS (POWERPOINT, ETC). THESE WILL ALSO BE USED TO BRING THE INTERNET INTO THE CLASSROOM. THESE WILL BE USED IN CONJUNCTION WITH THE POLAVIEW LCD PROJECTOR. GIVEN THE ON LINE RESOURCES AND THE EVOLVING NATURE OF THE TOURISM RELATED INDUSTRIES THIS TEACHING TOOL HAS BECOME ESSENTIAL TO A MODERN PROGRAM IN TOURISM.

250 **REMOTE POINTER FOR PORTABLE COMPUTER**

TO ACCOMPANY PORTABLE COMPUTERS AND ALLOW OPERATION BY INSTRUCTOR WHILE STANDING AND LECTURING (WITHOUT ASSISTANTS).

250 **SCANNER**

TO SCAN IN DOCUMENTS INTO COMPUTER FILES INCLUDING NEWSPAPER ARTICLES AND MAGAZINES (AS ALLOWED BY COPYRIGHT).

250 **TELEPHONE MEREDIAN SYSTEM**

THIS SYSTEM IS USED BY UOG VOICEMAIL AND IS NECESSARY TO INTERGRATE WITH ON CAMPUS SYSTEM. THESE ARE NOT CURRENTLY SUPPLIED TO MOST FACULTY BUT HIGHLY USEFUL FOR FACULTY WHO WILL BE EXPECTED TO BE WORKING WITH INDUSTRY AND RENDERING OFF-CAMPUS SERVICE.

250 **FAX MACHINE BROTHER OR CANON COMBINATION/PLAIN PAPER**

A COMBINATION FAX/COPY. ETC FOR USE OF PROGRAM TECHNICAL ASSISTANT AND FACULTY IN COMMUNICATING (RECEIVING GVB NOTICES.ETC).

250 **OFFICE FURNITURE**

AS A NEW PROGRAM NO EXISTING FURNITURE IS AVAILABLE. DESKS. TYPING STANDS. CHAIRS. FILING CABINETS AND BOOKCASES WILL BE NEEDED FOR FACULTY OFFICES AND CONFERENCE TYPE CLASS ROOM.

250 **POLAVIEW LCD PROJECTOR**

PROJECTOR THAT WILL OPERATE EITHER INDEPENDENT OF OR WITH PORTABLE COMPUTER IN PRESENTING COMPUTER ORIGINATE PRESENTATIONS TO LARGE GROUPS (USED DURING VISION 2001 PRESENTATIONS AND OTHERS). CURRENTLY THERE ARE TWO OF THESE ON CAMPUS WITH BOTH BEING UTILIZED AT HIGH FREQUENCY. IT IS ESTIMATED THAT THIS PROJECTOR WILL BE IN CONSTANT USE FOR BOTH CLASSES AND OFF CAMPUS PRESENTATIONS AND CONFERENCES.

250 **OVERHEAD PROJECTORS PORTABLE AND FIXED (DEPENDING ON CLASSROOM)**

CURRENTLY PROJECTORS ARE SHORT SUPPLY AT UOG. EACH PROFESSOR WISHING TO USE OVERHEADS IN CLASS OR WHOSE STUDENTS WISH TO USE THESE MUST OBTAIN THESE FROM LIMITED RESOURCES. (DEPARTMENTS WITH 10 FACULTY SUFFER ALONG WITH 5 OR 6 OF THESE PLACING CONSTRAINTS ON TEACHING METHODS AND STUDENT PARTICIPATION) THIS BUDGET WILL ALLOW EACH FACULTY TO CONTROL ONE PROJECTOR AND HAVE SCREEN/TABLE AVAILABLE FOR IT. (SOME PORTABLE MODELS MAY BE PURCHASED. OTHERS WILL BE ATTACHED TO TABLES)

250 **TABLE FOR OVERHEAD PROJECTOR**

SEE 250 ABOVE

250 **TV/VCR WITH STAND**

THESE ARE TO BE USED WITH TEXTBOOK RELATED AND PUBLISHER SUPPLIED VIDEOS, INDUSTRY SUPPLIED VIDEOS AND VIDEOS PURCHASED IN "S" ABOVE. IN ADDITION CAMCORDER WILL BE USED TO PRODUCE STUDENT VIDEOS FOR GENERAL USE IN PROGRAM (SEE AH BELOW).

250 **CAMCORDER**

FOR USE BY STUDENTS AND FACULTY IN PRODUCING VIDEOS AND ALSO RECORDING EVENTS (OF TOURISM ON GUAM AND OFF ISLAND AS POSSIBLE).

(NOTE UNDER CONSIDERATION IS A STUDENT PRODUCED GUIDE BOOK TO GUAM WHICH WILL HAVE BOTH VIDEO AND PRINT VERSIONS).

250 **LASER POINTERS FOR PRESENTATIONS/USED WITH OVERHEAD PROJECTORS**

THESE ALLOW FACULTY TO HI-LITE PORTIONS OF PRESENTATIONS USING OVERHEAD PROJECTORS AND OTHER FORMS OF PROJECTION.

250 **VIDEO DISC PLAYER**

VIDEO DISCS ARE BEING SUPPLIED BY TEXT BOOK SUPPLIER IN TOURISM RELATED SUBJECTS AND MANY ARE AVAILABLE ON TOURISM DESTINATIONS. CURRENTLY ONLY ONE SUCH PLAYER IS AVAILABLE (TO BORROW FROM THE LIBRARY) AND THIS IS RESTRICTED TO USE WITHIN THE LIBRARY.

250 **SLIDE PROJECTOR CARAMATE**

TOURISM FACULTY USE PERSONAL SLIDES FROM TRIPS, AND OTHERS THAT ARE COMMERCIALY SUPPLIED TO GIVE STUDENTS EXPERIENCES IN TOURISM. CURRENTLY SUCH PROJECTORS (OF PROFESSIONAL QUALITY) ARE NOT AVAILABLE TO FACULTY.

250 **OVERHEAD SCREEN/TRIPOD**

FOR USE WITH OVERHEAD AND OTHER PROJECTORS IN CLASSROOM AND FOR COMMUNITY PRESENTATIONS.

250 **FLEX CAM PROJECTOR FOR BOOKS**

TO BRING CURRENT ARTICLES (WHICH CANNOT BE COPIED DUE TO LEGAL RESTRICTIONS) INTO THE CLASSROOM. THIS WILL HAVE A GREAT DEAL OF USE DUE TO THE EVOLVING NATURE OF TOURISM.

250 **SLIDE SCANNER (POSSIBLE COMBINATION WITH SCANNER ABOVE TO PROCURE SCANNER WITH AUTOMATIC FEED (AS AVAILABLE) WITH A DIGITAL CAMERA.**

THIS WILL ALLOW SLIDES TO BE INCORPORATED INTO TEXT MATERIAL AND DISTRIBUTED TO STUDENTS. IT IS ALSO POSSIBLE THAT THIS WILL BE USED TO BRING SLIDES TO VCR FORMAT.

290 **MEMBERSHIP IN VARIOUS TOURISM ASSOCIATIONS**

ORGANIZATIONAL MEMBERSHIPS SUCH AS COUNCIL ON HOTEL RESTAURANT AND INSTITUTIONAL EDUCATION, PACIFIC ASIA TRAVEL ASSOCIATION, WORLD TOURISM ORGANIZATION, AND TRAVEL AND TOURISM RESEARCH ASSOCIATION, PROVIDE ACCESS TO ADVERTISING FOR FACULTY AND PROGRAM LISTING WITHIN THEIR ANNUAL BOOK OF TOURISM PROGRAMS WORLDWIDE. THIS IS VITAL IN ESTABLISHING THE IDENTITY AND QUALITY OF A NEW PROGRAM AT A LESSER KNOWN UNIVERSITY.

COUNCIL ON HOTEL, RESTAURANT AND INSTITUTIONAL EDUCATIONAL AND OTHER MEMBERSHIPS INCLUDE JOURNALS AND PUBLICATIONS WHICH LESSENS THE NEED FOR OTHER FUNDS TO BE TARGETED TO ADDITIONAL JOURNALS.

SOME MEMBERSHIPS (I.E. PACIFIC ASIA TRAVEL ASSOCIATION) INCLUDE DISCOUNTS THAT FACULTY WILL USE FOR CONFERENCE ATTENDANCE, AND PURCHASE OF TEACHING AND RESEARCH MATERIALS.

290 **FUNDS FOR RFK TOURISM LIBRARY RESOURCES (TO BE USED FOR BOOKS ON THE SUBJECT OF TOURISM)**

CURRENTLY RFK LIBRARY HAS NO FUNDS FOR ACQUISITION AND NO BOOKS ON TOURISM. THIS FUNDING IS NECESSARY TO PROTECT THE ACADEMIC INTEGRITY OF THE PROGRAM BY PROVIDING SOME LIBRARY RESOURCES (IT IS PART OF THE CONDITIONS OF UNIVERSITY COMMITTEE APPROVAL THAT FUNDS BE PROVIDED AS PART OF PROGRAM FOR LIBRARY SUPPORT OF TEACHING). THIS IS ALSO AN ACCREDITATION ISSUE AS WE WILL BE MEASURED AGAINST LIBRARY SUPPORT FOR EACH DEGREE PROGRAM WHICH PLACES A PARTICULAR BURDEN ON NEW PROGRAMS.

364 **TOLLS CALLS/FAX (ESTIMATED)**

THIS WILL COVER OVERSEAS CALLS, ETC., DURING THE FIRST YEAR FUNDS MIGHT BE SPENT ON FACULTY SEARCH DUE TO LACK OF FUNDING FROM OTHER SOURCES.

TOURIST ATTRACTION FUND

DEPARTMENT/AGENCY UNIVERSITY OF GUAM
DIVISION COLLEGE OF BUSINESS AND PUBLIC ADMINISTRATI
SUB-UNIT INTERNATIONAL TOURISM PROGRAM (BBA IN IT)
REMAINDER OF FY 96 (STARTING IN MAY 96) AND FY 97

ACCT/TITLE

	UNIT	#UNITS	TOTAL	
110 PERSONNEL SERVICES				
FACULTY				
111 NEW SALARY (AUTH FTE)	\$50,765	3	\$152,295	
TECHNICAL ASSISTANT (SECRETARIAL DUTIES)				
NEW. SAL (AUTH FTE)	\$31,064	1	\$31,064	
TOTAL SALARIES			\$183,359	
113 BENEFITS				
	\$38,505		\$38,505	
TOTAL BENEFITS			\$38,505	
TOTAL SALARIES AND BENEFITS			\$221,864	\$221,864
220 TRAVEL AND BENEFITS				
INCLUDES FACULTY DEVELOPMENT AND CONFERENCES				
OFF-ISLAND AIR/GRND	\$1,000	3	\$3,000	
OFF-ISLAND PER DIEM	\$1,500	3	\$4,500	
TOTAL TRAVEL AND BENEFITS			\$7,500	\$7,500
230 CONTRACTUAL SERVICES				
VISITING LECTURERS	\$5,000	2	\$10,000	
PRACTICING PROFESSIONALS				
PER DAY	\$500	10	\$5,000	
INTERNET SERVICES (IFTECH)	\$60	12	\$720	
WWW PAGE FOR PROMOTION				
GUAM'S TOURISM PRODUCT/ETC.	\$200	12	\$2,400	
COPY MACHINE LEASE	\$3,000	1	\$3,000	
COMPUTER REPAIR SERVICES	\$500		\$500	
LOCAL RESTAURANT FOR				
FOOD AND BEVERAGE TRAINING				
12 MONTHS	\$1,000	12	\$12,000	
TOTAL CONTRACTUAL SERVICES			\$33,620	\$33,620
240 SUPP/MATLS.				
COMPUTER PAPER	\$100	2	\$200	

MISC OFFICE SUPPLIES	\$2,000	1	\$2,000	
REFERENCE BOOKS	\$200	10	\$2,000	
BIBLIOGRAPHICAL SERVICES	\$75	10	\$750	
PERIODICALS	\$150	15	\$2,250	
VIDEO TAPES AND CDROMS	\$10,000		\$10,000	
SOFTWARE FOR FACULTY/STAFF	\$2,000	1	\$2,000	
BUSINESS CARDS	\$40	3	\$120	
TRANSPARENCIES 500 PER FAC	\$125	3	\$375	
TOTAL SUPP/MATLS			\$19,695	\$19,695

250 EQUIPMENT

COMPUTERS FOR OFFICE	\$3,000	4	\$12,000	
PORTABLE COMPUTER FOR CLASS	\$3,445	2	\$6,890	
REMOTE POINTE R FOR PORTABLE	\$200	2	\$400	
SCANNER	\$800	1	\$800	
TELEPHONE MEREDITH	\$180	4	\$720	
FAX MACHINE BROTHER	\$1,000	1	\$1,000	
POLAVIEW LCD PROJECTOR	\$5,995	1	\$5,995	
OVERHEAD PROJECTORS	\$450	3	\$1,350	
TABLE FOR OVERHEAD PROJ	\$194	3	\$582	
TV VCR WITH STAND	\$1,148	2	\$2,296	
CAMCORDER	\$1,050	1	\$1,050	
LASER POINTERS FOR PRESENT	\$150	3	\$450	
VIDEO DISC PLAYER	\$800	1	\$800	
SLIDE PROJECTOR CARAMATE	\$1,135	1	\$1,135	
OVERHEAD SCREEN/TRIPOD	\$161	3	\$483	
FLEX CAM PROJ FOR BOOKS	\$895	1	\$895	
SLIDE SCANNER	\$2,000	1	\$2,000	
OFFICE FURNITURE	\$5,000		\$5,000	
TOTAL EQUIPMENT			\$43,846	\$43,846

290 MISC

MEMBERSHIPS TOURISM ASSN (INCLUDE PATA, CHRIE, WTO, TTRA)	\$2,500		\$2,500	
FUNDS FOR TOURISM LIBRARY SUPPORT	\$7,500		\$7,500	
TOTAL MISC.			\$10,000	\$10,000

360 UTILITIES

364 TOLL CA. LS/FAX	\$1,000		\$1,000	
TOTAL UTILITIES			\$1,000	\$1,000

TOTAL BUDGET 1996			\$337,525	
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APPROVED
APR 11 1996

To: Honorable John Perez Aguon
Senator, 23rd Guam Legislature
Chairman, Committee on Tourism & Transportation
155 Hesler Street
Agana, Guam 96910 USA

From: Dr. Stan McGahey
Assistant Professor, Tourism
Department of Management, Marketing, and Tourism
College of Business and Public Administration
University of Guam
UOG Station
Mangilao, Guam 96923 USA
Tel: 735-2530; Fax: 734-4956

Date: April 11, 1996

Subject: Use of "International Tourism" as Name for UOG Program

Dear Senator Aguon:

The selection of "International Tourism" as the name for our new tourism major at the University of Guam is an extremely important issue. It was selected after considerable discussion and input for various strategic and descriptive reasons that will contribute immensely to the program's visibility, distinctiveness, marketability, and success.

Most importantly, "International Tourism" is the exact thrust of the program from its conceptualization stage to the finished product that was presented at your public hearing on April 4. The business school member of the WASC team advised the College of Business and Public Administration faculty during his visit last year that "International Tourism" was one of the three thrusts (along with Entrepreneurial Management and East Asian Business) in which CBPA has the resources and capabilities to develop distinctive competencies. "International Tourism" is also specifically mentioned in the Strategic Master Plan of the Department of Management, Marketing, and Tourism.

The reason that "International Tourism" is the exact thrust of our program is because that is exactly the type of tourism industry we have here on Guam. Guam is different even from Hawaii, which receives a majority of its visitors from the U.S. mainland. Our tourism industry is international in every way, from its markets and its business partners to its investors and its product design. Our major in International Tourism is responsive to and reflective of this undeniable orientation. (Both the University of Hawaii and Hawaii Pacific University use the name Travel Industry Management, which, quite frankly, sounds outdated and technical in nature).

To receive its academic approval as a new program, the major in "International Tourism" had to be approved by the faculty at the Department, College, and University levels. It was presented,

questioned, and approved at all three levels as "International Tourism". When developing courses for the approval of a minor last year in "Visitor Industry Management", there was great concern regarding that program's focus on tourism in general, rather than just on the hotel and food service sectors. The same concern was voiced throughout the development and approval processes for the major.

Tourism, as in "International Tourism", is an inclusive, rather than an exclusive term. It includes all sectors of the industry that are needed to create a visitor experience. The common way to divide tourism is into the following four sectors: 1) transportation and travel-related services (which include airlines, tour operators and travel agencies); 2) accommodations (hotels, motels, etc.); 3) food service (restaurants, bars, and clubs); and 4) attractions (which includes recreation, shopping, and entertainment). Other categories are sometimes included, such as destination promotion.

The point is that Guam is an international tourism destination, or said a different way, Guam is an international tourism product. As such, our academic approach is to study its various components: how they are planned, developed, managed, and marketed, and what career paths are available with established companies, most of which are international or multi-national, and what opportunities are available for entrepreneurial managers. This approach is also attractive to our students who want to acquire the business skills of a Bachelor of Business Administration degree while majoring in "International Tourism" and then find or create their personal niche in our \$2 billion a year international tourism industry.

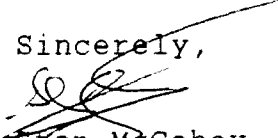
The two words "International" and "Tourism" are exactly what we are teaching. Used together, we have a clean, solid, non-trendy, distinct name for our major. In the United States and elsewhere, there are only a handful of majors or degrees that dare to call themselves "International Tourism", because they do not have the appropriate product or the program. Guam does. That gives us a distinctive competence, which is a valuable asset that any program would like to have. But they don't, and Guam does. It is our competitive advantage that will help the program to excel. For our students, it adds value to the degree they will receive. In the 21st century, there is little doubt that having a major with the word "International" in it will be advantageous. The word "International" in the name of our major will also help to obtain grants and other funding that will increase the program's teaching and research capabilities.

The major in "International Tourism" has a track in "Hotel Management". This has been presented from day one of the approval process, and a page explaining the track in "Hotel Management" was part of the materials distributed under my signature at the Public Hearing on April 4. This track could also be named "Hospitality Management". With the type of funding that you initiated, the major in "International Tourism" has the potential to grow into

another world class point of excellence at UOG, alongside the Marine Lab and several other programs. As this natural growth takes place, other tracks will likely evolve such as food service management, convention management, or resort management. All this can readily take place under the banner of "International Tourism".

The major in "International Tourism" was built upon those exact words and the concepts and advantages they hold. The approval of our colleagues was granted based upon how we presented the major under that banner. This is an important issue for the faculty who created the major and will bear the direct responsibility for its success.

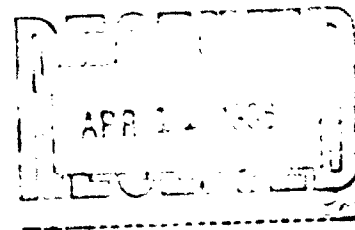
Sincerely,



~~Stan McGahey~~
Ph.D., Tourism

Appalachian State University

Hospitality Management Program



College: John A. Walker College of Business

Program Enrollment: 125

Institutional Enrollment: 11,000 undergraduate; 918 graduate

Degree Awarded: Bachelor of Science

Degree Category: Business Administration

Emphases/Specializations: Students can structure their curricula to develop an area of emphasis in either foodservice or lodging management.

Program Accreditation: American Assembly of Collegiate Schools of Business (graduate and undergraduate)

Institutional Accreditation: Southern Association of Colleges and Schools; North Carolina Department of Public Instruction

Contact: Dr. Michael Evans, Hospitality Management Program, College of Business, Appalachian State University, Boone, NC 28608; phone (704) 262-6222

Institution Description

Appalachian State University (ASU), part of the University of North Carolina system, is a comprehensive university offering 130 academic majors at the baccalaureate level and over 70 academic majors at the master's and intermediate levels.

Program Description

Hospitality Management is part of the Management Department of the College of Business. In addition to courses in hospitality, students complete a core of business subjects. Students learn contemporary service management concepts and applications.

Special Features

The program is interdisciplinary with instructors from home economics, leisure studies and business. The Broyhill Inn and Conference Center is an additional on-campus resource.

Financial Aid and Scholarships

ASU offers many scholarships, loans, grants and work opportunities for qualified students.

Admissions

Students must be admitted to the College of Business after completing 60 semester hours of coursework including seven specified introductory business courses with a 2.5 GPA.

Graduation Requirements

Students must complete a minimum of 122 semester hours. This includes 21 semester hours of business core courses and 30 semester hours of hospitality management courses. An internship and work experience practicum are also required.

Beijing Institute of Tourism (BIT)

Tourism, Hotel and Restaurant Management

Program Enrollment: 100 Tourism Management; 120

Hotel and Restaurant Management

Institutional Enrollment: 220 undergraduate

Degrees Awarded: Bachelor of Arts; Bachelor of Economics

Degree Categories: Tour Guiding (English and Japanese);

Travel Management; Hotel Management; Restaurant

Management; Tourism Accounting

Emphases/Specializations: Tourism; Hotel and Restaurant Management

Program Accreditation: Beijing Bureau of Higher Education

Institutional Accreditation: Beijing Bureau of Higher Education

Contact: Shutang Tsai, Associate Professor, Director of International Program, Beijing Institute of Tourism, 99 Beisihuan Donglu, Beijing 100101, PRC; phone (861) 491-4433; fax (861) 491-5274

Institution Description

BIT is the first tourism institute in China with 1,500 graduates now working in varied enterprises in the hospitality industry, 15 percent of the graduates are now in the high position of the field. The institute has its own travel agency, research department and a theory periodical *Tourism Tribune*.

Program Description

BIT offers 6 majors: Hotel Management, English Tour Guiding, Japanese Tour Guiding (four years); and Restaurant Management, Tourism Accounting, Travel Management (three years). It also has a night school program in Hotel Management and English and Japanese Tour Guiding (three years).

Special Features

BIT is a member of Beijing Tourism Groups and has close relationships with hotels and travel agencies throughout China. BIT is cooperating with the Netherlands in running the Beijing International Hotel Training Center (BIHTC) to train managers in hotels and to sponsor the "Seminars on Culture for Tourists," which organizes tourists to travel to China and introduces them to Chinese culture.

Approximate Tuition and Fees

No tuition is required for Chinese students who live within the People's Republic of China. For international students, it is about US\$2,000 per year (US\$4,000 for Chinese cuisine per year).

Admissions

Admission is open to those under 23 years of age who have high school diplomas, and who successfully pass the National Entrance Examination.

The University of Calgary

World Tourism Education and Research Centre

Tourism and Hospitality Management; Leisure, Tourism and Society

Colleges: Faculty of Management; Faculty of General Studies

Program Enrollments: 100 Tourism and Hospitality Management; 240 Leisure, Tourism and Society

Institutional Enrollment: 18,000 undergraduate; 2,500 graduate

Degrees Awarded: Bachelor of Commerce (BComm); Bachelor of Arts (BA)

Degree Categories: Tourism and Hospitality Management; Leisure, Tourism and Society

Program Accreditation: World Tourism Organization; American Assembly of Collegiate Schools of Business

Contact: Mr. Lorn Sheehan, Tourism and Hospitality Management, Faculty of Management, The University of Calgary, Calgary, Alberta, Canada, T2N 1N4; phone (403) 220-8310, or Dr. Dianne Draper, Leisure, Tourism and Society, Department of Geography, The University of Calgary, Calgary, Alberta, Canada, T2N 1N4; phone (403) 220-5596

Institution Description

Conceived in 1945 and established as a fully separate institution in 1966, the University of Calgary is a coeducational, nondenominational, public institution. The campus is located in the City of Calgary at the foot of the Rocky Mountains. The University of Calgary was the site of sport venues during the 1988 Olympic Winter Games, and in 1989 was designated a World Tourism Education and Research Centre by the World Tourism Organization, a United Nations affiliate.

Program Description

The BComm Tourism and Hospitality Management program integrates general management concepts and professional knowledge required by the tourism and hospitality industry. The BA Leisure, Tourism and Society program is intended to integrate theories and research methodologies with their practical applications in the fields of leisure, recreation and tourism from a multidisciplinary perspective.

Special Features

The BComm Tourism program offers an optional Co-operative Education component. There are three student organizations: Tourism Association of Students in Commerce; Tourism Studies Association; and TTRA International Student Chapter. Several noncredit programs are also available for industry practitioners.

Financial Aid and Scholarships

The Student Awards and Financial Aid Office administers numerous scholarships and awards, and assists students seeking financial assistance. Specific awards and scholarships are exclusively available to tourism students in their final year of study.

Approximate Tuition and Fees

Canadian students: US\$1,904 per year; international students: US\$3,674 per year; room and board: US\$5,000 per year.

Admissions

Admission to the University of Calgary (for both programs) requires a high school matriculation minimum average of 71 percent for Alberta Residents and 76 percent for all other applicants. The BComm Tourism program requires a minimum grade point average of 2.7 (on a 4.0 scale) for admission after completion of the premanagement program (years one and two).

Graduation Requirements

Both programs take a total of four years of full-time study to complete (with May through August off). The Co-operative Education option extends the BComm Tourism program to five years. A copy of the calendar may be obtained by contacting the University of Calgary Bookstore; phone (403) 220-5937.

University of Colorado at Boulder

Tourism Management Program

College: College of Business

Program Enrollment: 75

Institutional Enrollment: 19,895 undergraduate;
4,470 graduate

Degree Awarded: Bachelor of Science

Degree Category: Business Administration

Emphasis/Specialization: Tourism Management

Institutional Accreditation: North Central Association of
Colleges and Schools; American Assembly of
Collegiate Schools of Business

Contact: Richard Perdue, Tourism Management Program,
College of Business, Campus Box 419, University of
Colorado, Boulder, CO 80309; fax (303) 492-5962

Institution Description

The University of Colorado at Boulder is a residential campus located at the foot of the Rocky Mountains. It has been named as one of the 17 top public universities in Richard Moll's *The Public Ivys*. The tourism program is housed in the College of Business, which is AACSB accredited. It is internationally known for its tourism research, *The Journal of Travel Research*, The Travel Reference Center, and The Center for Tourism Research and Development.

Program Description

The Tourism Management Program is designed to prepare students for service-sector careers in the travel, hospitality and recreation fields.

Special Features

Students have the opportunity to complete an internship which is supervised by faculty in the Tourism Management program.

Admissions

For admission, high school students need to rank in the top 25 percent of their class, have an SAT score of 1050 or an ACT score of 25, and have four course units of English, four of mathematics, three of natural science, two of social science, two of foreign language and one academic elective.

Graduation Requirements

A total of 120 hours are required for the baccalaureate degree with an emphasis in tourism management. These include 39 hours of liberal arts courses, 30 hours of business core requirements, 12 hours of emphasis, 15 hours of nonbusiness electives, 15 hours of business or nonbusiness electives, and six hours of internship.

Endicott College

Hotel/Restaurant/Travel Administration Program International Programme for Hospitality Studies

College: Liberal and Professional Arts College

Program Enrollment: 100

Institution Enrollment: 800

Degrees Awarded: Bachelor of Science; Associate of Science

Degree Categories: Hotel/Restaurant/Travel Administration; International Hospitality Studies; Travel/Tourism; Culinary Arts

Program Accreditation: New England Association of Schools and Colleges

Institutional Accreditation: New England Association of Schools and Colleges

Contact: Edward P. Doherty, Department Chair and Associate Professor of Hotel/Restaurant/Travel Administration Program, Endicott College, 376 Hale St., Beverly, MA 01915

Institution Description

Endicott College was founded in 1939, granting both Bachelor of Science degrees and Associate of Arts and Science degrees. Endicott offers a wide range of programs to meet the needs of today's students. Set on 140 acres, Endicott's oceanfront campus is located 25 miles north of Boston in the historic North Shore area.

Program Description

Endicott's Hotel/Restaurant/Travel Administration Program integrates liberal and professional arts studies, fostering greater opportunity for individual growth and combining academic life with social and professional opportunities. Our affiliation with Les Roches, a Swiss hotel school, enables qualified Endicott students to spend 10 months in Europe during their junior year. They study hotel-and-restaurant-related courses at Les Roches and then fulfill their full-semester internship requirement through a paid work experience in Switzerland.

Special Features

The Hospitality Industry is a vital part of global interdependence and international business. Hospitality study, therefore, should be global in scope and should recognize a global economy. To meet this need, three colleges—Endicott College (Beverly, Massachusetts, USA), Swiss Hotel Management School Les Roches (Bluche, Switzerland) and Norwich City College Hotel School (United Kingdom)—have established a common programme that encourages students to study and work in different countries as part of their total curriculum. The International Programme for Hospitality Studies combines the

best in traditional Swiss skills-based training with American business studies and the United Kingdom's finest competence-based education.

Financial Aid and Scholarships

Financial assistance is available for eligible students through Endicott College, and federal and state programs. Scholarships are also available to students meeting academic achievement standards.

Approximate Tuition and Fees

Tuition and fees: \$11,455; room and board: \$6,130.

Admissions

Applicants are evaluated according to their past academic performance and potential for achievement at Endicott. Requirements for admission include: (1) an official secondary school transcript, (2) a letter of recommendation provided by a guidance counselor or teacher. SAT and ACT scores are not required, but are strongly suggested. Endicott College reviews each candidate's file individually and bases admission decisions on the applicant as a total individual.

Graduation Requirements

Students in the Bachelor of Science degree program take 128 credits in the professional and liberal arts, which includes a minimum of 48 credits in the liberal arts, one credit in Physical Education, and a full-semester, 12-credit internship. Students in the Associates of Science degree program take 67 credits in the professional and liberal arts to fulfill the requirements of a professional major.

Fort Lewis College

Tourism and Resort Management

College: School of Business Administration
 Program Enrollment: 100
 Institutional Enrollment: 4,200 undergraduate
 Degree Awarded: Bachelor of Arts of Business Administration
 Degree Category: Tourism and Resort Management
 Emphases/Specializations: Hotel and Lodging Management; Travel and Tourism Management
 Program Accreditation: American Assembly of Collegiate Schools of Business (AACSB)
 Institutional Accreditation: North Central Association of Colleges and Schools

Contact: Dr. O. D. Perry, Associate Dean, School of Business Administration, Fort Lewis College, 1000 Rim Dr., Durango, CO 81301; phone (303) 247-7162; fax (303) 247-7623

Institution Description

Fort Lewis College sits on a mesa overlooking the City of Durango and the 13,000-foot peaks of the La Plata Mountains. On campus, you'll find a relaxed but exciting atmosphere, where students and faculty easily mingle. Making friends will be easy; classes are small and the many student activities on campus provide ample opportunity to get involved.

Program Description

The Tourism and Resort Management option focuses on the career opportunities in the service sector with a special emphasis on tourism and resort management. The use of analytical tools and techniques for decision making, the development of the capacity for critical thought and leadership, and the ability to work with others is emphasized in classes and through internship work experiences.

Special Features

The college operates on a trimester system, allowing students who attend full-time, year-round classes to graduate in as few as 2½ years.

Financial Aid and Scholarships

About 69 percent of the students enrolled at Fort Lewis receive some form of financial assistance for their educations. For more information about financial aid, call toll-free: (800) 233-6731.

Approximate Tuition and Fees

In-state tuition is \$761 per trimester; out-of-state, \$3,409.

Admissions

Fort Lewis College selects for admission those applicants who appear to be best qualified to benefit from and contribute to the educational environment of the college. Prospective students must be either a high school graduate or must have successfully passed the GED test. All freshmen applicants must have the results of their ACT or SAT examination sent to Fort Lewis prior to registration. Transfer applicants are expected to have a cumulative scholastic average of C and be in good standing at colleges and universities previously attended. Students may apply for admission to Fort Lewis College any time after completion of their junior year of high school.

Graduation Requirements

A student who majors in one of the bachelor of arts degree programs in the School of Business Administration must successfully complete a minimum of 128 credits. In addition to a common body of knowledge, a student must also complete 16 hours specifically focused on tourism and resort management.

The George Washington University

Tourism Administration

Institutional Enrollment: 5,000 undergraduate; 14,000 graduate

Degrees Awarded: Bachelor of Business Administration, concentration in Tourism and Hospitality Management; Bachelor of Business Administration/Master of Tourism Administration (5-year program)

Emphases/Specializations: Hospitality Management; Higher Education

Institutional Accreditation: Middle Atlantic Association of Colleges of Business Administration; Assembly of Collegiate Schools of Business, and its Bachelor of Business Administration Program

Contact: Tourism Administration Program, The George Washington University, 817 23rd St., NW, Washington, DC 20052; phone (202) 994-6281; fax (202) 994-1420



Institution Description

Founded in 1821, George Washington University (GWU) is a private, nonsectarian, coeducational institution located in the Foggy Bottom district of the nation's capital. GWU has nationally and internationally recognized programs in the sciences, medicine, education, government and business administration, law, plus public and international affairs. GWU offers 75 undergraduate degree majors and 34 graduate and professional degree programs.

Program Description

GWU's Tourism Administration Program is an internationally oriented program providing opportunities for students to develop specific competencies for tourism administration career and professional leadership responsibilities in all sectors. Students are able to select a generic tourism administration concentration or formulate an individualized concentration area concerned with specific administrative functions (policy, planning, development, marketing), service delivery, and disciplinary studies (anthropology, geography, economics).

Special Features

The Tourism Administration Program is closely linked to world tourism development through the GWU/World

Tourism Organization International Institute of Tourism Studies. Major research emphasis is on policy analysis through the Tourism Policy Forum. GWU's location provides unique opportunities with and exposure to the major tourism and hospitality organizations and associations.

Financial Aid and Scholarships

GWU maintains a financial aid office on campus. There are a variety of financial aid programs available, including loans, scholarships, fellowships, assistantships and work-study.

Admissions

The Tourism Administration Program seeks students with strong academic potential, high motivation and aptitude to do quality work. An interview and/or letter of reference may be required. SAT/ACT scores are required.

Graduation Requirements

At least 120.5 semester hours are required for successful completion of an undergraduate degree.

University of Hawaii at Manoa

Travel Industry Management

College: School of Travel Industry Management

Program Enrollment: 475

Institutional Enrollment: 12,991 undergraduate;
5,343 graduate

Degree Awarded: Bachelor of Science

Emphases/Specializations: Hotel Management;
Restaurant/Institutional Foodservice Management;
Tourism Management; Transportation Management

Program Accreditation: Accreditation Commission for
Programs in Hospitality Administration (ACPHA)

Institutional Accreditation: Western Association of
Schools and Colleges

Contact: Chuck Y. Gee, Dean, School of Travel Industry
Management, University of Hawaii at Manoa, 2560
Campus Rd., Honolulu, HI 96822

Institution Description

Founded in 1907, the University of Hawaii at Manoa (UHM) has emphasized throughout its history studies related to Hawaii's distinctive geographical and cultural setting including ocean and earth sciences, Asian and Pacific studies and, of course, the travel industry. Located in Manoa Valley, UHM is near downtown Honolulu and Waikiki, the center of Hawaii's tourism industry.

Program Description

The Travel Industry Management (TIM) School pioneered an academic and training program bringing together all components of the industry—hotel, restaurant, transportation and tourism management. All of its programs have an international perspective and encompass both public and private sectors. Through the internship program, students put classroom theories to practice and gain on-the-job experience.

Special Features

TIM offers outstanding laboratory, library and computer facilities. The internship and placement office provides special internship opportunities abroad, and career search and job placement assistance.

Financial Aid and Scholarships

In addition to assistance available through the university's financial aid office, the TIM School offers a number of scholarships. Awards are based on academic merit, achievement in extracurricular and work arenas, and financial need.

Approximate Tuition and Fees

Tuition for full-time students who are residents of Hawaii is \$730 per semester; for nonresidents, \$2,230 per semester. Tuition for part-time students who are residents of Hawaii is \$61 per credit; for nonresidents, \$186 per credit. Fees are approximately \$50 per semester.

Admissions

Students are admitted to TIM at all class levels. Preprofessional courses, including English composition and literature, speech, financial and managerial accounting, micro and macroeconomics, computer science, and calculus are completed during the freshmen and sophomore years. A minimum cumulative 2.5 GPA is required for admission.

Graduation Requirements

Graduation requires completion of a minimum of 124 semester hours. Requirements include 16 hours of preprofessional courses, 40 hours of general education, 14–16 hours of foreign language, 18 hours of business administration courses and electives, 42 hours of TIM courses, and 800 hours of work experience.

University of Houston

Hotel and Restaurant Management

College: Conrad N. Hilton College of Hotel and Restaurant Management

Program Enrollment: 775

Institutional Enrollment: 33,000 undergraduate; 5,000 graduate

Degrees Awarded: Bachelor of Science; Master of Hospitality Management

Institutional Accreditation: Southern Association of Colleges and Schools

Contact: Lynette Gulley, Director of Student Services, Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston, Houston, TX 77204-3902; phone (713) 743-2492; fax (713) 743-2498

Institution Description

The University of Houston is a nationally recognized urban research and teaching university. Its activities encompass undergraduate, graduate and professional education; basic and applied research programs; and public service programs.

Program Description

Hotel and restaurant management requires a diversity of skills from many disciplines, including accounting, the natural sciences, computer science, economics, law and mathematics. For this reason, the Conrad N. Hilton College of Hotel and Restaurant Management emphasizes broad information skills, flexibility in abstract problem-solving, and in-depth studies of specific disciplines of food and beverage management, lodging management, accounting and finance, marketing, facilities management, hospitality law and management information systems.

Special Features

The university maintains a \$28.8 million hotel and restaurant management training complex on the campus. The hotel has 86 guest rooms, 22 conference and meeting rooms, two full-service restaurants, a bar, a faculty club, an archive and library, a grand ballroom, classrooms and laboratories.

Financial Aid and Scholarships

The university has established the Office of Scholarships and Financial Aid to provide assistance to students through a program of scholarships, grants, loans and

employment. For more information contact: Office of Scholarships and Financial Aid, University of Houston, Houston, TX 77203-2160; phone (713) 743-9051. A large number of competitive scholarships are also available at the college, including 29 endowed scholarship funds and over two dozen awards funded by corporations, foundations and industry associations. Contact the Director of Student Services regarding scholarship information for college majors.

Approximate Tuition and Fees

\$627 per semester for full-time residents; \$2,259 for full-time nonresidents.

Admissions

Freshman admission criteria include rank in high school class, SAT/ACT scores, and high school academic core requirements. Transfer applicants with 15 or more college semester credit hours must have a cumulative GPA of 2.5 to be admitted directly into Hotel and Restaurant Management.

Graduation Requirements

To receive a Bachelor of Science in hotel and restaurant management, a student must complete: a minimum of 132 semester hours (36 advanced); a minimum of 30 semester hours in residence; a minimum of 55 semester hours in courses from the Conrad N. Hilton College; nine semester hours of approved hotel and restaurant management electives; a minimum of 62 semester hours of specified courses from other colleges at the University of Houston; and a minimum of 800 hours of practical work experience. A student must also maintain a cumulative 2.0 GPA in the university and in the major.

University of Nevada, Las Vegas

William F. Harrah College of Hotel Administration

Program Enrollment: 1,600

Institutional Enrollment: 19,000 undergraduate;
2,900 graduate

Degree Awarded: Bachelor of Science

Degree Category: Hotel Administration

Emphases/Specializations: Accounting; Computers;
Clubs; Food and Beverage; Foreign Language;
Gaming; Conventions/Trade Shows; Travel and
Tourism

Institutional Accreditation: Northwest Association of
Schools and Colleges

Contact: Dr. Kathy Bell, Director of Advising, William F.
Harrah College of Hotel Administration, University
of Nevada, Las Vegas, 4505 Maryland Pkwy., Las
Vegas, NV 89154-6039; phone (702) 895-3616

Institution Description

The campus is located within a few miles of 90,000 hotel rooms and countless restaurants. Eight dormitories supplement an unlimited number of apartments to offer either a residential or urban environment. The college is housed in a 100,000-square-foot facility.

Program Description

The William F. Harrah College of Hotel Administration houses three departments: Hotel Management; Food and Beverage Management; and Tourism and Convention Management. Students take a basic curriculum. Special interests are met through electives, which are approximately 25 percent of total credits. Required work experiences are easily met through local employment; many students work to meet expenses. Special internships are also available in local hotels, labor unions, clubs, the convention authority and so forth.

Special Features

The college has 40 full-time faculty members, all with industry experience. Most students are from out-of-state; transfers are accommodated. Summer programs abroad are also available.

Financial Aid and Scholarships

Scholarships totalling approximately \$200,000 are awarded annually by the college based on academic, professional and service achievement merit, regardless of need. Applications are processed by the university's financial aid office.

Approximate Tuition and Fees

\$58.00 per credit hour; out-of-state tuition is \$2,375 per semester.

Admissions

Admission to the college requires a 2.5 GPA from high school or university/junior college record. ACT or SAT is required. Admission to a special second baccalaureate degree program is available with a 2.5 GPA. High school recommendation: college-bound curriculum.

Graduation Requirements

128 semester credits: 42 in hotel, 18 in business and economics, 10 in science and mathematics, 28 in arts and letters, 15 hotel electives, 15 free electives, hotel or not. Students must work and have a 2.5 GPA for graduation. Honors program available.

The Pennsylvania State University

The School of Hotel, Restaurant and Recreation Management

College: College of Health and Human Development
Program Enrollment: 800 in School of Hotel, Restaurant and Recreation Management; 550 in Hotel, Restaurant and Institutional Management
Institutional Enrollment: 38,000 undergraduate; 5,700 graduate
Degree Awarded: Bachelor of Science
Degree Category: Hotel, Restaurant and Institutional Management
Emphases/Specializations: Restaurant and Food Service Management; Hotel Management; Management Dietetics; Institutional Management
Program Accreditation: Accreditation Commission for Programs in Hospitality Administration (ACPHA)
Institutional Accreditation: Middle States Association of Colleges and Schools; Accreditation Commission for Programs in Hospitality Administration

Contact: Dr. Stuart Mann, Director, School of Hotel, Restaurant and Recreation Management, The

PENNSTATE



Pennsylvania State University, 201 Mateer Bldg.,
 University Park, PA 16802-1307; phone (814) 863-0009; fax (814) 863-4257

Institution Description

The Pennsylvania State University (Penn State) is a state-related institution serving the Commonwealth of Pennsylvania as its land-grant university. It provides comprehensive undergraduate and graduate education in nine colleges, both on the University Park campus and at the 17 commonwealth campuses. The university offers 128 baccalaureate degrees and 25 associate degree majors, as well as 138 graduate fields of study.

Program Description

The School of Hotel, Restaurant and Recreation Management is over 55 years old (fourth oldest in the United States). Students may choose one of two options: Hotel, Restaurant and Institutional Management or Management Dietetics. The program build on the university's rich general education foundation with educational emphasis on management, problem-solving, computer and technical skills.

Special Features

The school encourages internships and requires work experience in the hospitality industry. The large faculty has strong ties to the hospitality industry. The school operates a student-run, 160-seat restaurant, while the Nittany Lion Inn, a 230-room hotel owned by the university, is on campus. The school moved to a new facility in Fall 1993. A Summer Program in Switzerland is also offered.

Financial Aid and Scholarships

The university maintains a comprehensive financial aid office. Nearly 80 percent of all university degree candidates receive at least partial support from scholarships, fellowships, work-study programs, government loans or grants and other forms of assistance. The School of Hotel, Restaurant and Recreation Management awards many industry-sponsored scholarships based on academic achievement.

Approximate Tuition and Fees

Tuition for Pennsylvania residents is \$2,376 per semester; for nonresidents, \$5,050 per semester. Per credit in-state tuition is \$199; out-of-state, \$422.

Admissions

Students are admitted to Penn State and the College of Health and Human Development based upon meeting the requirements established by the university faculty senate. Admission to School of Hotel, Restaurant and Recreation Management may take place at the beginning of the sophomore year after entrance requirements to the major are met.

Graduation Requirements

Students generally complete a minimum of 130-133 credits. In addition, all students must complete 1,000 hours of work experience within the hospitality industry.

Rikkyo University

Tourism Studies

College: College of Social Relations

Program Enrollment: 650

Institutional Enrollment: 12,500 undergraduate; 500 graduate

Degrees Awarded: Bachelor of Arts (BA)

Program Accreditation: Ministry of Education

Institutional Accreditation: Ministry of Education

Contact: Professor Osamu Nishida, Chairman of Tourism Department, College of Social Relations, Rikkyo University, Nishi-Ikebukuro, Toshima-ku, Tokyo 171, Japan; phone (03) 3985-2305

Institution Description

Established in 1874, Rikkyo University is a private, Anglican-Episcopalian coeducational institution located in the northwestern part of Tokyo. Rikkyo University ranks among the Big Six Universities of Tokyo. It has nationally and internationally recognized programs in the arts, economics, law and politics, science, and social relations.

Program Description

Rikkyo University's Tourism Program is a unique higher learning of its kind in Japan. Founded in 1967, it has already acquired outstanding reputation in the field of hospitality and tourism studies. Its program is social and behavioral science-oriented, providing opportunities for students to develop competencies for tourism and hospitality administration.

Special Features

The Tourism Department is closely linked to the Rikkyo Institute of Tourism, which operates the special program of hotel administration and tourism business for the public.

Financial Aids and Scholarship

Rikkyo provides a variety of financial aids programs, including scholarships, loans, fellowships and other financial aids.

Approximate Tuition and Fees

Tuition is about \$5,700 for one academic year. Facilities and registration fees are additional.

Admissions

Admission to Rikkyo University is based on the result of an entrance examination as well as the appropriate credentials of academic qualifications and satisfactory recommendation as to personal character.

Graduation Requirements

Graduation requires 134 credits, which includes 54 credits for general education and 80 credits for tourism-related courses.

Schiller International University

International Hotel and Tourism Management

College: International School of Tourism and Hospitality Management

Program Enrollment: 181 undergraduates; 35 graduates

Institutional Enrollment: 1,321 undergraduate; 327 graduate

Degrees Awarded: Bachelor of Business Administration; Master of Business Administration; Master of Arts; Diploma

Degree Categories: International Tourism Management, International Hospitality Management

Emphases/Specializations: International residence and foreign languages, international internships

Program Accreditation: Accrediting Council for Independent Colleges and Schools; Hotel, Catering and Institutional Management Association (London)

Contact: Wilfried Iskat, PhD, CHA, FMP, FHCIMA, Dean, International School of Tourism and Hospitality Management, 453 Edgewater Drive, Dunedin, FL 34698; phone (813) 736-5082; fax (813) 736-6263.



Institution Description

Founded in 1964, and with students from more than 100 nations enrolled, SIU offers the opportunity for an American education in an international setting with English as the language of instruction at all 10 campuses in six countries: Tampa Bay Area, Florida, USA; Central and Greater London, England; Paris and Strasbourg, France; Heidelberg and Berlin, Germany; Engelberg and Leysin, Switzerland; and Madrid, Spain. Students are encouraged to transfer freely among SIU's campuses.

Program Description

SIU offers the four-year Bachelor of Business Administration degree in both Hospitality Management and in International Tourism Management. Both programs combine a full range of professionally focused courses, plus courses in international business administration, general education, and language. Special Hotel Management Term Abroad Programs are also available at the campuses in the Tampa Bay Area in Florida, USA; in Engelberg, Switzerland (near Lucerne); and in Strasbourg, France. Each of these focuses on the special hotel, restaurant, and tourism management aspects of the respective countries.

Special Features

SIU operates two full service hotels in Switzerland and a castle hotel in the Black Forest of Germany, in addition to a restaurant and bistro in Strasbourg. These provide students with exceptional internship opportunities. SIU also maintains close relationships with many international

hotels and restaurants which offer internships and guest speakers. Students move freely between campuses in different countries while studying for their degrees.

Financial Aid and Scholarships

Schiller offers both scholarships and work-study opportunities and participates in government-sponsored loan programs.

Approximate Tuition and Fees

No in-state-out-of-state differentials, but the fee structure applies to the Florida and European campuses. 1995-96 undergraduate per academic year: Florida, US\$10,200; Europe, US\$10,800. Room and board: Florida, US\$3,950; Europe, US\$5,950. Other fees: US\$340.

Admissions

For undergraduate degrees and diplomas: successful completion of 12 years of formal education. Students need an advanced knowledge of English, but those with a good intermediate knowledge can take a course in English as a Foreign Language while beginning work on their degrees. Others can enroll initially at one of our English language institutes.

Graduation Requirements

Bachelor's degrees: 124 semester credit hours, including the requirements for the related associate degree (see that section), plus upper-level courses in hotel or tourism management, business administration and economics, and courses in social science.

University of South Carolina

School of Hotel, Restaurant and Tourism Administration

College: Applied Professional Sciences

Program Enrollment: 300

Institutional Enrollment: 16,100 undergraduate; 8,800 graduate

Degree Awarded: Bachelor of Science

Degree Category: Hotel, Restaurant and Tourism Administration

Program Accreditation: Accreditation Commission for Programs in Hospitality Administration (ACPHA)

Institutional Accreditation: Southern Association of Colleges and Schools; Accreditation Commission for Programs in Hospitality Administration

Contact: Sandra K. Strick, PhD, Interim Chair, Hotel, Restaurant and Tourism Administration, University of South Carolina, Columbia, SC 29208; phone (803) 777-6665; fax (803) 777-7684



"Gamecocks"

Institution Description

The University of South Carolina is the largest university in the state. The main campus is located in the capital city, Columbia. The university has 17 academic units, including a School of Medicine and widely acclaimed programs in engineering and international business.

Program Description

The Hotel, Restaurant and Tourism Administration Program presently offers one comprehensive baccalaureate degree incorporating knowledge in the administration of hotels, restaurants and tourism facilities. In addition to the traditional liberal arts requirements, students are required to take 14 courses in the major, including an internship, to broaden industry exposure and professional commitment.

Special Features

The program includes: an institute for tourism research, two complete autonomous food laboratory kitchens, and extensive student club activities.

Financial Aid and Scholarships

The university, college and hospitality industry provide numerous sources of financial aid and scholarships through both endowments and direct funding.

Approximate Tuition and Fees

In-state tuition is \$3,196; out-of-state tuition, \$8,074.

Admissions

The Hotel, Restaurant and Tourism Administration Program adheres to the university admission requirements for freshmen and transfer students, while internal transfers must have a minimum of 2.2 GPA (4.0 system). All students are admitted to the lower division until they meet the requirements for upper division or professional status.

Graduation Requirements

Graduation requires a minimum of 127 semester hours, which includes 61 hours in general education and related areas, 54 hours in professional areas, and 12 hours of electives.

Webber College

Hotel and Restaurant Management/International Travel and Tourism/ Sports and Club Management

College: College of Business

Program Enrollment: 120

Institutional Enrollment: 450

Degrees Awarded: Bachelor of Science; Associate of Science

Degree Category: Business Administration

Emphases/Specializations: Hotel and Restaurant Management; International Travel and Tourism; Sports and Club Management; Business

Institutional Accreditation: Southern Association of Colleges and Schools

Contact: Prof. Oscar Sampedro, CHA, Director, Hospitality Management Program, Webber College, P.O. Box 96, Babson Park, FL 33827; phone (813) 638-1431, fax (813) 638-2823

Institution Description

Webber College, a privately endowed, nonprofit, independent, coeducational college of business, was founded in 1927. Classes operate on a semester basis with new semesters beginning in September and January. A summer semester (term A and B) is also held. Both evening and day classes are offered.

Program Description

Webber College, "Florida's Best in Business," combines general education topics, business courses and tailored electives with the area of specialization selected by the student to provide a diversified and strong degree. The degree, coupled with internship programs and key contacts made through membership in industry associations, prepare graduates for entry-level management positions.

Special Features

Webber College is located in central Florida, the world's number one tourist destination. The 110-acre campus is situated on the shores of beautiful Lake Caloosa, just an hour (or less) away from Orlando, Tampa and major attractions, hotels, resorts, restaurants, clubs, destination management companies, transportation companies, and from Gulf and Atlantic Ocean beaches. The college is easily accessible by car from the Florida Turnpike, I-75, I-4, State Road 60, or U.S. Highway 27. Webber is served by Orlando and Tampa International Airports, as well as the Amtrak Station in nearby Winter Haven.

Financial Aid and Scholarships

Approximately 90 percent of Webber College Students receive financial aid, scholarships and grants.

Approximate Tuition and Fees

Tuition and fees (12-16 credit hours) are \$2,895 per semester. Housing costs range from \$295 to \$875 per semester depending on the choice of accommodations. Meal plans are also available.

Admissions

Regular acceptance to the college requires a minimum of 800 on SAT, 17 on ACT, a GPA of 2.0, a letter of recommendation, class rank, student essay, official transcripts and an application for admission. International students are required to submit a completed application, a certified English translation of their transcripts, a certified statement of financial support, and have a minimum score of 500 on the TOEFL (Test of English as a Foreign Language). Transfer students: A maximum of 60 hours from a junior college and 90 hours from a senior college may be transferred to Webber for a baccalaureate degree.

Graduation Requirements

The Associate of Science degree requires 61 credit hours and a 2.0 GPA or higher. The Bachelor of Science degree requires 122 credit hours and a 2.0 GPA or higher. Thirty of the last 33 semester hours must be taken at Webber College for graduation.



GUAM ECONOMIC DEVELOPMENT AUTHORITY

ATURIDAT INADILANTON IKUNUMIHA GUAHAN

ORIGINAL

GEDA

April 10, 1996

Senator John Perez Aguon
Chairman Committee on Tourism & Transportation
23rd Guam Legislature
479 West O'Brien Drive
Suite 301 Bank of Guam Santa Cruz
Agana, Guam 96910

Re: Qualifying Certificate Recipients - Hotels


Dear Senator Aguon:

In response to your request for information, we herewith provide the following in the order of your letter of April 8, 1996

1. There are ten hotels currently holding qualifying certificates.
2. Nine hotels employ foreign nationals or aliens in supervisory or management positions. One other hotel just started, thus, we have yet to receive its first progress report.
3. These hotels employ a total of 2 in administrative positions and 64 in management positions.

For your further information and/or perusal I have attached an employment composition of these hotels. As you can see each hotel has a different US or Permanent resident requirement, but in no event less than 75%. Should you have any questions please contact me at your earliest convenience.

Sincerely,


GLENN LEON GUERRERO
Administrator

Attachment(s)

cc: Management & Compliance Manager

GLG:TAP/tap

00 6355

Post-It® Fax Note	7671	Date	4/11	# of pages	1/1
To	Sen. John Aguon		From	Glenn Leon Guerrero	
Co./Dept.		Co.			
Phone #		Phone #	647-4300		
Fax #	477-8358		Fax #		

**Guam Hilton Hotel - QC No. 169
Employment**

Period: February, 1996

Required: No less than 350 full-time employees:
90% of US/PR participation

Current: 597 Full-time employees
98.2% US/PR participation

	No. of US	No. of PR	No. of US/PR	No. of Allens	% of US/PR Participation	% of Total Employment
Management:	100	42	142	10	93.4%	25.5%
Administration:	19	12	31	0	100.0%	05.2%
Technical:	14	15	29	1	96.7%	05.0%
Operation:	23	10	33	0	100.0%	05.5%
Maintenance:	6	9	15	0	100.0%	02.5%
Housekeeping:	34	98	132	0	100.0%	22.1%
Kitchen & Dining:	77	127	204	0	100.0%	34.2%
TOTAL:	273	313	586	11	98.2%	100.0%

**Guam Plaza Hotel - QC No. 173
Employment**

Period: February, 1996

Required: Not less than 140 full-time employees:
85% of US/PR participation

Current: 347 Full-time employees
99.7% US/PR participation

	No. of US	No. of PR	No. of US/PR	No. of Allens	% of US/PR Participation	% of Total Employment
Management:	20	8	28	1	96.6%	08.4%
Administration:	11	7	18	0	100.0%	05.2%
Technical:	19	8	27	0	100.0%	07.8%
Operation:	37	47	84	0	100.0%	24.2%
Maintenance:	22	11	33	0	100.0%	09.5%
Housekeeping:	31	46	77	0	100.0%	22.2%
Kitchen & Dinning:	19	60	79	0	100.0%	22.8%
TOTAL:	159	187	346	1	99.7%	100.0%

Hotel Okura - QC No. 179

Employment

Period: January, 1996

Required: Not less than 280 full-time employees:

85% of US/PR participation

Current: 331 Full-time employees

93.7% US/PR participation

	No. of US	No. of PR	No. of US/PR	No. of Allens	% of US/PR Participation	% of Total Employment
Management:	34	13	47	7	87.0%	16.3%
Administration:	12	9	21	1	95.5%	06.6%
Technical:	0	0	0	0	00.0%	00.0%
Operation:	11	10	21	2	91.3%	06.9%
Maintenance:	15	16	31	0	100.0%	09.4%
Housekeeping:	29	35	64	0	100.0%	19.3%
Kitchen & Dining:	64	62	126	11	92.0%	41.4%
TOTAL:	165	145	310	21	93.7%	100.0%

Pacific Star Hotel - QC No. 180**Employment**

Period: February, 1996

Required: Not less than 360 full-time employees

80% of US/PR participation

Current: 450 Full-time employees

97.3% US/PR participation

	No. of US	No. of PR	No. of US/PR	No. of Aliens	% of US/PR Participation	% of Total Employment
Management:	48	61	109	8	93.2%	26.0%
Administration:	26	25	51	0	100.0%	11.3%
Technical:	12	8	20	0	100.0%	04.4%
Operation:	18	16	34	0	100.0%	07.6%
Maintenance:	0	0	0	0	#DIV/0!	00.0%
Housekeeping:	30	44	74	0	100.0%	16.4%
Kitchen & Dining:	60	90	150	4	97.4%	34.2%
TOTAL:	194	244	438	12	97.3%	100.0%

**Suehiro Hotel - QC No. 185
Employment**

Period: n/a

Required: Not less than 110 full-time employees
75% of US/PR participation

Current: 0 Full-time employees
00.0% US/PR participation

	No. of US	No. of PR	No. of US/PR	No. of Allens	% of US/PR Participation	% of Total Employment
Management:			0		00.0%	00.0%
Administration:			0		00.0%	00.0%
Technical:			0		00.0%	00.0%
Operation:			0		00.0%	00.0%
Maintenance:			0		00.0%	00.0%
Housekeeping:			0		00.0%	00.0%
Kitchen & Dinning:			0		00.0%	00.0%
TOTAL:	0	0	0	0		

**Dal-ichi Hotel - QC No. 190
Employment**

Period: February, 1996

Required: Not less than 280 full-time employees
90% of US/PR participation

Current: 339 Full-time employees
97.1% US/PR participation

	No. of US	No. of PR	No. of US/PR	No. of Aliens	% of US/PR Participation	% of Total Employment
Management:	18	8	26	3	89.7%	08.6%
Administration:	9	3	12	1	92.3%	03.8%
Technical:	6	1	7	1	87.5%	02.4%
Operation:	14	15	29	3	90.6%	09.4%
Maintenance:	6	11	17	0	100.0%	05.0%
Housekeeping:	14	22	36	0	100.0%	10.6%
Kitchen & Dinning:	83	119	202	2	99.0%	60.2%
TOTAL:	150	179	329	10	97.1%	100.0%

Pacific Islands Club - QC No. 192**Employment**

Period: February, 1996

Required: Not less than 240 full-time employees

90% of US/PR participation

Current: 519 Full-time employees

99.2% US/PR participation

	No. of US	No. of PR	No. of US/PR	No. of Aliens	% of US/PR Participation	% of Total Employment
Management:	30	13	43	1	97.7%	08.5%
Administration:	16	8	24	0	100.0%	04.6%
Technical:	1	0	1	0	100.0%	00.2%
Operation:	93	23	116	1	99.1%	22.5%
Maintenance:	30	43	73	0	100.0%	14.1%
Housekeeping:	22	71	93	0	100.0%	17.9%
Kitchen & Dining:	67	98	165	2	98.8%	32.2%
TOTAL:	259	256	515	4	99.2%	100.0%

Guam Palace Hotel - QC No. 199**Employment**

Period: February, 1996

Required: Not less than 327 full-time employees
75% of US/PR participationCurrent: 348 Full-time employees
96.3% US/PR participation

	No. of US	No. of PR	No. of US/PR	No. of Aliens	% of US/PR Participation	% of Total Employment
Management:	28	16	44	9	83.0%	15.2%
Administration:	6	9	15	0	100.0%	04.3%
Technical:	9	9	18	0	100.0%	05.2%
Operation:	22	24	46	0	100.0%	13.2%
Maintenance:	7	4	11	0	100.0%	03.2%
Housekeeping:	21	40	61	0	100.0%	17.5%
Kitchen & Dining:	67	73	140	4	97.2%	41.4%
TOTAL:	160	175	335	13	96.3%	100.0%

Nikko Hotel - QC No. 202**Employment**

Period: February, 1996

Required: Not less than 400 full-time employees

75% of US/PR participation

Current: 506 Full-time employees

96.2% US/PR participation

	No. of US	No. of PR	No. of US/PR	No. of Aliens	% of US/PR Participation	% of Total Employment
Management:	74	48	122	19	86.5%	27.9%
Administration:	27	23	50	0	100.0%	09.9%
Operation:	35	17	52	0	100.0%	10.3%
Maintenance:	11	10	21	0	100.0%	04.2%
Housekeeping:	23	64	87	0	100.0%	17.2%
Kitchen & Dinning:	54	101	155	0	100.0%	30.6%
TOTAL:	224	263	487	19	96.2%	100.0%

Reef Hotel.. - QC No. 204

Employment

Period: February, 1996

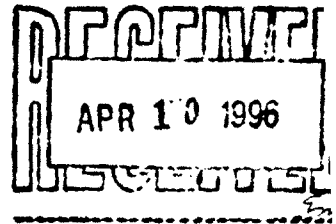
Required: Not less than 314 full-time employees

75% of US/PR participation

Current: 384 Full-time employees

98.4% US/PR participation

	No. of US	No. of PR	No. of US/PR	No. of Allens	% of US/PR Participation	% of Total Employment
Management:	36	34	70	6	92.1%	19.8%
Administration:	16	8	24	0	100.0%	06.3%
Technical:	0	0	0	0	00.0%	00.0%
Operation:	15	18	33	0	100.0%	08.6%
Maintenance:	8	31	39	0	100.0%	10.2%
Housekeeping:	24	42	66	0	100.0%	17.2%
Kitchen & Dinning:	51	95	146	0	100.0%	38.0%
TOTAL:	150	228	378	6	98.4%	100.0%



To: Honorable John Perez Aguon
Chairman, Committee on Tourism & Transportation
23rd Guam Legislature
155 Hesler Street
Agana, Guam 96910 USA
Fax: 477-8358

From: Dr. Stan McGahey
Assistant Professor, Tourism
Department of Management, Marketing, and Tourism
College of Business and Public Administration
University of Guam
UOG Station
Mangilao, Guam 96923 USA
Tel: 735-2530; Fax: 734-4956

Date: April 10, 1996

Subject: Supplemental Information on Budget for Bill #569

Dear Senator Aguon:

The following information is submitted per the request you made during the Public Hearing on April 4 regarding the budget that accompanies Bill #569.

1. Which is cheaper: leasing or buying a copy machine (and paying for maintenance and supplies)?

Thank you for this suggestion. It was determined that under the present arrangement that CBPA has with Xerox it would be cheaper to lease a copy machine than to buy it. The budget has been adjusted to reflect this change.

One other adjustment to the budget is the inclusion of office furniture for new faculty. Whenever new faculty are added, their office furniture must be included in the budget. However, this adjustment does not change the total for the first two years.

2. Should UOG utilize GVB's membership in international tourism organizations?

I have conferred with GVB, and the following are my justifications for the UOG memberships.

GVB holds membership in several of the organizations that were budget items for the major in International Tourism. GVB's memberships, however, are in an entirely different category, and they pay a much higher annual dues than would UOG. GVB also holds memberships in these organizations for reasons of public relations, international marketing, and trade contacts; while UOG's perspective is focused on human resource development, applied and theoretical research, and industry intelligence.

006347

The advantages of UOG maintaining its own membership is to heighten awareness of the program and the fact that there is indeed a university on the island of Guam, and that it does provide tourism education and conduct tourism research. The program's credibility is verified by having a separate membership listing in the appropriate category of membership; otherwise it will be relegated to the status of a non-player.

A separate listing for UOG's International Tourism program also adds prestige to Guam as an international tourism destination, and it helps build our destination image internationally. I firmly believe that Guam is a world class tourism destination with a world class tourism industry in place.


I also firmly believe that in the very near future Guam (UOG) has the capability of becoming a world class tourism education center. This adds immensely to the value of the island's overall tourism product. To attract or develop the tourism faculty we need to achieve our goals, and to empower them to achieve our program goals, we must offer them two-way access to international tourism education networking. It is important for grant writing, obtaining off-island funds, scholarships, fellowships, and many other tangible and intangible benefits to both faculty and students, and, ultimately, to the industry and the community.

3. A description of the line items in the budget was requested.

The descriptions have been provided, and the budget has been reformatted for the insertion of references to these descriptions.

Thank you and the other senators on your committee for their advice and support as we attempt to establish a major in International Tourism at the University of Guam.

Sincerely,


Stan McGahey
Ph.D., Tourism

April 4, 1996

**To: Senator John P. Aguon
Chairman
Committee on Tourism & Transportation**

**SU: Oversight Hearing on International Tourism/Hotel Major
University of Guam**

**From: Jeffrey R. Ronan
Owner of the College Café
Hospitality Consultant**

Reviewing the past.

Prior to 1922, hospitality education in the United States especially for those trained in European tradition, was primarily provided through work experience. The first formal educational program to be established at a College level was at Cornell University in 1922. Now more than 178 four-year programs exist in the United States to meet this segment of educational need. Two year programs at junior or community colleges are nearly 600 in number. In addition there are some 1,200 high school programs involved in hospitality education.

Internationally, the growth of educational program support for the industry is also undergoing significant change and growth. Historically, the primary thrust has been to provide diplomas and certificates which emphasize skill training. These schools, however, are moving into advanced education and are being recognized for the quality of their advanced hospitality management programs. Australia, England, Switzerland and Canada have educational programs that parallel those found in the U.S..

The hospitality educational field is still in its infancy. It was not until 1990 that an accreditation process for hospitality programs were put into place to address educational standards and curriculums.

"Hospitality related programs have gained wider respect as educational disciplines in their own right at the various institutions in which they are located. In spite of their continued growth, the demand for graduates from programs at every level still exceeds the total number graduated each year from all programs, thus creating an excellent job climate. The industry has benefited greatly both professionally and operationally."

Robert A. Brymer 1992

Measuring the present need of a Hotel School on Guam.

(a) The Hospitality Industry.

To compare the needs and wants of Guam's hotel employers 15, 10, or even 5 years ago with their needs and wants of today, little has changed. The hospitality industry still needs quality, educated employees and managers from the local work force. The only thing that has changed is the amount they need, and the need has increased significantly, and will continue to do so.

The following table shows the results of a telephone survey taken by my company on March 10, 1995. It shows the present staffing level of supervisors and managers used to operated Guam's hotels.

Hotel Management and Supervisor Count

Hotel	Supervisors/ Assistant	Managers/ Assistant	Total
Airport Hotel Mai'Ana	3	1	4
Alupang Beach Tower	13	16	29
Cliff Hotel		1	1
Dai Ichi	57	70	127
Fujita Hotel	36	27	63
Harmon Loop Hotel	1	1	2
Hatsuho Resort	18	16	34
Hilton	60	62	122
Hyatt	50	73	123
Inn On the Bay	4	2	6
Leo Palace Resort	10	14	24
Nikko	81	59	140
Okura	55	47	102
Onward	48	28	76
Palace	35	36	71
Palmridge	3	2	5
Plaza	25	22	47
Reef	40	25	65
Sunroute	4	3	7
Pacific Island's Club	28	52	80
Pacific Star	43	74	117
Regency Hotel			
Tropicana	4	7	11
Sub total	618	638	1256

Most of the hotels are required under their Qualifying Certificate, to have 75% of their management to be "locally" hired. This creates the possibilities of 942 local supervisor and management positions now available in the hotel industry.

In Guam's 1995 phone book there are 239 restaurants, and 59 restaurants and lounges listed. Under "Tour Operators and Tour-Operators & Promoters" there is another 78 companies. By taking the very low average of one manager and one supervisor per restaurant, restaurant/lounge and tour Operator, we have 752 management/supervisor positions. This gives us a total of -1694-
-hospitality management/supervisor positions for Guamanians.

Historically, hotel and restaurant management has a high turn over rate. One hotel on this island had 33 supervisor and management positions turn over in 1994 alone. This is extremely expensive. Where do they hire most of these replacements? Off island.

If a Hotel School was started on Guam tomorrow and could graduate 30 people in 4 years with a degree in some form of hospitality management, and increase its graduation rate 50% each year thereafter, it would take 12 years to graduate 1484 graduates or 514 people in its twelfth year. This is still not enough to support the present needs on Guam, let alone our future needs in 12 years.

As Guam's hospitality industry continues to expand and mature, within the new global economy, it will face a significant need for more and better educated individuals. The quality of the work force employed will affect the quality of guests experiences, the productivity of operations, the industry's ability to adapt to change, and its profit level. The industry will continue to expand and change, and it will become more complex and sophisticated in its operational methods. "A better educated work force is the foundation for the future of any profession".

(b) The needs of the people on Guam

It is part of Guam's culture to be hospitable, the fiestas, the welcoming of strangers in our homes, that allows Guamanians to take on this hospitality industry as their own, more so then any other industry. It is the future of Guam and it an excellent future for its people.

With the down sizing of the military and Government of Guam, where are the laid off workers and future graduates of our high schools and colleges going to get jobs, the hospitality industry. The hotels, restaurants, tour companies, and businesses supporting tourism (jet sky rentals, fishing charters, souvenir shops etc.) employ the majority of Guam's residents now and in the future.

Guam is promoting itself as a viable center for the new global economy and global work force. Outside investors have developed the hospitality industry here and will in the future. Due to the lack of locally educated and experienced hospitality managers, they have had to go off island to fill these positions. The cost to transport, house and the large turnover rate of outside hires, has made this economically inefficient and ineffective.

If Guam does not start educating and training future hospitality managers, it will slow down future investors. Local investors that are bringing in such companies as TGI Fridays, and Planet Hollywood question of the quality and quantity of our labor force. New Hotels such as the Sherwood and others will have a hard time filling qualified middle and upper management locally.

Due to the complexity of this global hotel industry, and the need for well trained hospitality managers, a bachelors degree in hotel and restaurant management has become almost a necessity. The time when managers could make it to the top with out an education is becoming extinct. When Hyatt International (out of Hong Kong) opened the Hyatt on Guam, everyone of their managers that they brought in had a Hospitality degree.

Predict the success of the hotel school in the future

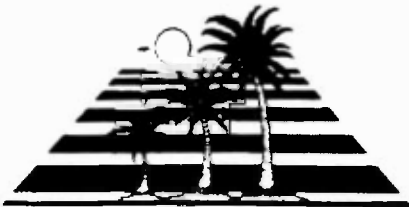
To market a product successfully you have to have that product alleviate a problem a customer has. The product also has to be economically viable. In the past and unfortunately still today, this product, the hospitality manager, is still not produced on Guam and the hotelier has solved their problems by bringing in off island hires. This has not proven economically viable for the hotelier or Guam's people.

The hoteliers are in a "catch 22" position. They are required by the Qualifying Certificate to hire 75% of their staff locally. This includes line employees and management. Guam Community College alleviates half of this problem by providing skill training for line employees. But there is a void when it comes to fulfilling 75% of their management with local hires. There are many explanations or excuses why this hasn't taken place, but the main problem is a shortage of local educated, well trained, hospitality managers.

We need a hotel/tourism curriculum to alleviate this problem for the people of Guam so that they are employable, and we need a hotel/tourism curriculum to solve the management problem for the hospitality industry. The greatest needs yesterday, today and tomorrow in the hospitality industry are for tourism, hotel and food and beverage managers.

The hotel schools across the world not only benefit those looking for a four year degree program, but those managers that are already in the hospitality business. There are many hospitality/tourism managers on Guam that could benefit from a hotel/tourism curriculum offering courses such as Restaurant/Bar Management, Food and Beverage Cost Control, Hospitality Marketing, Computer Application to the Hospitality Industry, International Tourism, Trade Show Operations, Hotel and Restaurant Accounting, and Financial Analysis for the Service Industries, to name a few.

The money that is being considered today is the right step in the right direction at the right time. The Industry needs a hotel/tourism curriculum and so does the people of Guam.



UNPINGCO

Real Estate Broker

Bert R. Unpingco

License # RB-143

April 4, 1996

THE HONORABLE JOHN P. AGUON, Chairman
Committee on Tourism & Transportation
23rd Guam Legislature
Agana, GU 96910.

Subject: SUPPORT FOR BILL NO. 569: TO ESTABLISH THE
INTERNATIONAL TOURISM MANAGEMENT PROGRAM AT
THE UNIVERSITY OF GUAM.

Hafa Adai! SENATOR AGUON & MEMBERS OF THE COMMITTEE,

Attached are some Guam Tourism Facts & Figures that support the reason for a B.S. Degree in Business Administration in International Tourism at Guam's finest and only University. In 1993 Guam welcomed only 784,018 tourists. In 1994, the figure increased to 1,076,437; in 1995, the figure jumped to 1,361,830! The projection for 1996 is 1,550,000.

The estimated total income from Guam's tourism industry now exceeds all other industry combined! It is my strong belief that now is the opportune time to focus more attention, and provide more solid backing and support to this urgently needed community service program.

The tourism industry on Guam is nearly three decades old now. Yet, we still have no local managers in our hotels, local tour companies, tourist attractions, etc. It is critical that we recruit and educate local students who possess the interest, talent, & commitment to work their way up to become the top managers in our tourism industry.

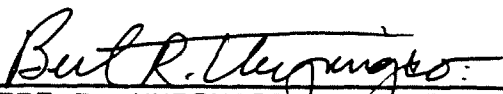
The new UOG major would create and provide the opportunity for our local people to not only gain an education, but to also acquire an advantage for a career commitment that will facilitate their advancement to key positions leadership in Guam's tourism industry. It is unfortunate that our Government, especially UOG, is going through some hard times financially. However, the visitor industry is on the up-swing and may be able to offer a helping hand to realize this requirement.

As you know, visitor arrivals & incomes from tourism are progressing at an increasing rate. As we surge forward to the year 2,001, we must be prepared to take part in this growth, or be pushed further back to being servants in our own land.

It is my strong belief, based on my experience in tourism in the U.S. mainland and Guam, that implementation of this new major would be mutually beneficial to all concerned -- the people of Guam, the University of Guam, and the visitors. It will position our young people to prepare to become leaders of the industry that controls their future. It will definitely be an all around win win situation.

Thank God! Thank you Senators! "Si Yu'os Ma'ase!" for your understanding & support for Guam's No. 1 industry. I'll be pleased to answer any questions you may have on the benefits Guam can further derive from tourism.

Respectfully,


BERT R. UNPINGCO "Mr. Tourism"
GVB Vice Chairman of the Board

cc: The Honorable Carl T.C. Gutierrez
Governor of Guam.

The Honorable Madeleine Z. Bordallo
Lt. Governor of Guam.

The Chairman, Board Members, & Management
of Guam Visitors Bureau.



Guam Visitors Bureau
Setbision Bisitan Guahan



Commonwealth Now!

04 April 1996

HONORABLE JOHN P. AGUON
Senator and Chairman, Committee on
Tourism and Transportation
23rd Guam Legislature
155 Hesler Street
Agana, Guam 96910

Dear Senator Aguon:

***Hafa Adai!** Thank you for the opportunity to submit testimony on Bill No. 569 [An Act to Appropriate Three Hundred Thirty-Seven Thousand Five Hundred Twenty-Five Dollars (\$337,525) from the Fiscal Year 1996 Surplus of the Tourist Attraction Fund to the University of Guam to Establish the International Tourism Management Program and to Fund the Program for the Fiscal Years 1996 and 1997].*

The Guam Visitors Bureau supports Bill No. 569, as it brings to full implementation Guam's "2+2+2" program of tourism education and training for our students. By providing funding for the University of Guam's International Tourism Management Program, we hope to ultimately achieve our goal of having a better educated, more qualified local pool of manpower employed at the management level in our tourism industry.

In separate letters to the University of Guam and to you, the Guam Visitors Bureau detailed its support to incorporate International Tourism Management as a course of study, as it provides many benefits to our community. At the same time, we recognize that obstacles may exist to hamper our efforts. The Bureau reiterates that we, as a community, must focus on removing those obstacles through positive, creative and innovative solutions. We must use our past experience and knowledge to improve the program, rather than as evidence simply not to implement it. We must enact appropriate government policies to ensure that the intent of our actions are complied with and not circumvented. By centering on what we can achieve, as opposed to what we cannot, may we be able to truly assist our island and people.

Mr. Chairman, on behalf of the Guam Visitors Bureau, we once again thank you for this opportunity to offer our support on Bill No. 569, and we strongly encourage its passage.

Respectfully Submitted,

JIMMY DEE
Chairman of the Board

JAMES E. NELSON III
General Manager



GUAM HOTEL & RESTAURANT ASSOCIATION

SUITE 106 HENGI PLAZA • P. O. BOX 8565 • TAMUNING, GUAM 96931 • TEL: 671 649 1447 • FAX: 671 649 8565

April 4, 1996

Honorable John P. Aguon
Chairman, Committee on Tourism & Transportation
23rd Guam Legislature
155 Hessler Place
Agana, Guam 96910

Subject: Testimony on Bill 569

Hafa Adai Senator Aguon:

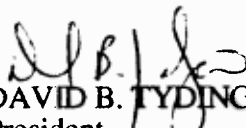
My name is David Tydingco, President of the Guam Hotel & Restaurant Association and I am here to testify in support of the passage of Bill 569.

We support funding of education programs related to the advancement of our tourism industry using tourist attraction funds. We are not certain how the appropriation outlined in the bill was derived, but we are assuming that this request has been justified by the appropriate University of Guam officials.

One other concern of the Guam Hotel & Restaurant Association is the articulation of college credits between the Guam Community College and the University of Guam, which has been a major impediment to the successful implementation of the 2+2+2 program. We hope that part of the financial resources being appropriated for the international tourism degree will be allocated to the resolution of this articulation problem.

Thank you for giving me the opportunity to testify in support of Bill 569.

Si Yu'os Ma'ase,


DAVID B. TYDINGCO
President



UNIVERSITY OF GUAM
UNIBETSEDÁT GUAHAN

BOARD OF REGENTS

UOG Station, Mangilao, Guam 96923
Telephone: (671) 735-2970 Fax: (671) 734-2296

April 4, 1996

Honorable John Perez Aguon, Chairman
Committee on Tourism & Transportation
Twenty-Third Guam Legislature
155 Hesler Street
Agana, Guam 96910

Hand-Delivered

Dear Senator Aguon:

The University of Guam's position on Bill No. 569 is hereby submitted by the Board of Regents. Chairman Torres sends his apologies for not being able to attend today's hearing due to a previous commitment.

Thank you for the opportunity to express our position.

Sincerely,

A handwritten signature in cursive script that reads 'John C. Salas'.

John C. Salas, Ph.D.
Executive Secretary to the Board

xc: Mr. J. U. Torres, Chairman of the Board
Members, Board of Regents
President



UNIVERSITY OF GUAM
UNIBETSEDÁT GUAHAN

BOARD OF REGENTS

UOG Station, Mangilao, Guam 96923
Telephone: (671) 735-2990 Fax: (671) 734-2296

TESTIMONY RELATIVE TO BILL NO. 569

Chairman Senator John Perez Aguon and Honorable Senators of the Committee on Tourism & Transportation.

It is my pleasure to provide testimony on behalf of the University of Guam in support of Bill #569 which would appropriate surplus funds from the Tourist Attraction Fund for the purpose of establishing and providing initial funding for a major in International Tourism within the College of Business and Public Administration at the University of Guam.

The Government of Guam and the people of Guam are uniting behind Vision 2001 as a plan to propel our island into the 21st century with a high standard of living that is based upon a sound economy. The engine that will drive that economy has been clearly identified as international tourism. The growth that must take place within our island's tourism industry to achieve the goals of Vision 2001 will require the type of leaders that the University of Guam produces. Your support of Bill #569 will enable UOG to actively contribute to the success of Vision 2001.

As stated in Bill #569, the funding of a major in International Tourism at the University of Guam will enable UOG to actively participate in the 2+2+2 concept of tourism education. It provides that final and vital link that produces socially-responsible leaders and entrepreneurial managers. Graduates of the Program will not only be young businessmen and women who are prepared to take on the challenges of the international tourism industry in the 21st century, they will also be prominent stakeholders in their own island's future.

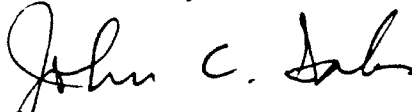
The expansion of Guam's tourism infrastructure, facilities, and attractions to meet the goals of Vision 2001 requires a much larger workforce than at present. Various formulas have been used to project these increases. At the managerial-level, where UOG comes into play, it is readily apparent that the output of UOG graduates must be doubled to satisfy these demands. It is also readily apparent that the academic preparation of the new generation of managers within the tourism

Testimony on Bill #569
Page 2

industry requires specific industry knowledge in addition to a general knowledge of the business world.

The University of Guam has prepared a program that will produce vital human resources for our international tourism industry. It is ready for implementation this coming fall semester. The approval of Bill #569 would provide the funding to make it all happen. Thank you.

Sincerely,



J. U. Torres
Chairman of the Board



Kolehon Kumunidda Guahan
Accredited by the
Western Association of
Schools and Colleges

Office of the President

John T. Cruz
President

APR 04 1996

TESTIMONY

BILL NO. 569: "AN ACT TO APPROPRIATE THREE HUNDRED THIRTY SEVEN THOUSAND FIVE HUNDRED TWENTY FIVE DOLLARS (\$337,525) FROM THE FISCAL YEAR 1996 SURPLUS OF THE TOURIST ATTRACTION FUND TO THE UNIVERSITY OF GUAM TO ESTABLISH THE INTERNATIONAL TOURISM MANAGEMENT PROGRAM AND TO FUND THE PROGRAM FOR THE FISCAL YEARS 1996 AND 1997."

The Guam Community College offers the following testimony on Bill 569.

Bill 569, to establish the International Tourism Management Program at the University of Guam merits consideration and further exploration. The Bill seeks to promote a cooperative effort among the three educational entities on Guam - the Department of Education, Guam Community College, and the University of Guam. Its 2+2+2 proposal is sound in concept yet needs considerable work to bring to fruition given the existing structures at each entity.

Currently, the public high school tourism programs are articulated to the community college, but the community college programs are not articulated with the university. The development of the courses at the high school and community college level have focused on entry level skills as outcomes for immediate application in the tourism industry. All courses in this area are by nature "lower division".

The structure of the university baccalaureate degree requires general not specific courses in the first two years of programs. Focus classes are reserved for upper division work, the last two years of the degree program. Consequently, equivalencies for courses between the two institutions do not exist, except in some of the general education areas.

This Bill, as written, would give the impression that all that is needed is to simply add-on the last two years of course work at the university for the completion of a degree. In reality, due to the above mentioned differing institutional missions, the student would need to begin at the beginning with at best a few Guam Community College articulated general educational courses.



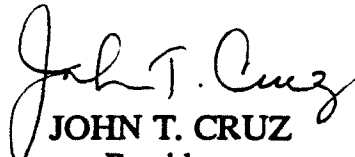
COMMONWEALTH NOW

APR 04 1996

Testimony on Bill #569

It is therefore recommended that the university explore with the community college a bachelors degree in the applied sciences as a means to allow credit for application courses taken in the first two years of post-secondary studies. At the point at which this becomes feasible, a re-introduction of Bill 569 would be in order.

We are in favor of and support a Bill that would serve to transition students from one institution to another without loss of time or effort for the student.


JOHN T. CRUZ
President

TESTIMONY PRESENTED IN SUPPORT OF BILL #569
AT THE 23RD GUAM LEGISLATURE

BY

DALJIT SINGH, Ph.D.

Interim Dean and Professor of Public Administration

University of Guam

April 4, 1996

CHAIRMAN Senator John Aguon and distinguished members of the
Committee on Tourism and Transportation:

I am very pleased to be here this morning to support your Bill #569 to establish an undergraduate program in International Tourism Management at the University of Guam.

First of all, I must congratulate you, sponsors of the Bill #569 and all other members of the Guam Legislature for your collective wisdom and vision to recognize the need for education and training in tourism and other professions on Guam.

Your commitment to higher education in general and support for the tourist hospitality program in particular is of praiseworthy and a matter of utmost respect. A successful and well established program will truly be your lasting legacy to the citizens of this territory and to the future young men and women of this beautiful island. I expect someday this program would develop into a full fledged college of tourism, and I hope, the citizens of this island would consider naming the college after you, as the John Aguon College of International Tourism.

At this time, I would like to assure you that the College of Business and Public Administration (CBPA) has the capability and technical know how to implement successfully the full intent of this Bill. Under certain assumptions, our enrollment projections for the year 2001 look very healthy. If all viable programs are funded adequately, CBPA projects to confer over two hundred Bachelor degrees in Business Administration and over fifty MBA degrees annually in the year 2000 and beyond. We expect this program in International Tourism will initially attract approximately 25 students in Fall, 1996, and subsequently, this number should grow fairly rapidly to meet the demands.

For your information, I have attached the CBPA projection data. Thank you for the opportunity to testify before this august body.

March 22, 1996

CBPA Degrees Conferred, Actual and Projected, by Academic Year,
1990-91 Through 2000-2001

MAJOR/ DEGREE	<<<<<< A C T U A L >>>>>>					<<<< P R O J E C T E D >>>>					
	90-91	91-92	92-93	93-94	94-95	95-96	96-97	97-98	98-99	99-00	00-01
ACCO BBA	4	18	27	25	31	39	45	51	58	64	70
CRIM BS	6	13	8	7	10	9	10	10	10	10	10
FIEC BBA	5	7	8	4	13	11	13	14	15	17	18
INBU BBA	0	0	0	1	3	3	4	4	5	6	6
MANA BBA	12	39	38	35	39	48	53	58	63	68	73
MARK BBA	4	13	12	3	7	7	6	6	5	5	5
PUAD BBA	0	1	1	0	0	0	-0	-0	-0	-0	-0
PUAD BS	1	1	20	17	13	22	26	30	34	38	42
BUAD MBA	2	7	3	10	22	22	26	30	35	39	43
PUAG MPA	1	1	6	2	6	7	8	9	10	11	12
BBA/BS	32	92	114	92	116	140	156	173	190	207	224
MBA/MPA	3	8	9	12	28	28	34	39	44	50	55

To: Honorable John Perez Aguon
Chairman, Committee on Tourism & Transportation
23rd Guam Legislature
155 Hesler Street
Agana, Guam 96910 USA

From: Dr. Stan McGahey
Assistant Professor, Tourism
Department of Management, Marketing, and Tourism
College of Business and Public Administration
University of Guam
UOG Station
Mangilao, Guam 96923 USA
Tel: 735-2530; Fax: 734-4956

Date: April 4, 1996

Subject: Testimony for Public Hearing on Bill #569

Dear Senator Aguon:

Thank you for this opportunity to present testimony in support of Bill #569 which appropriates funding to establish a major in International Tourism at the University of Guam and funds it for FY96-97.

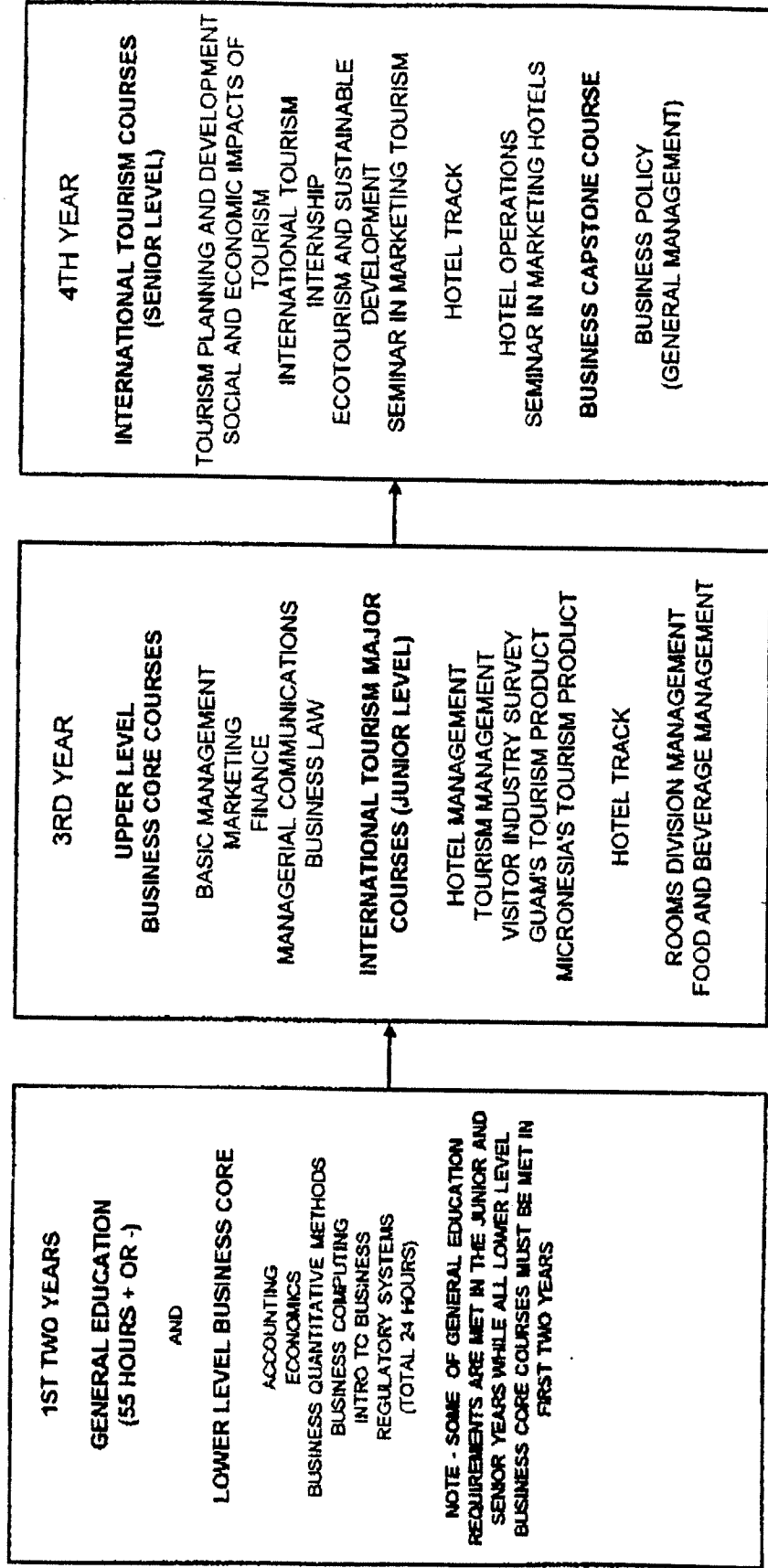
The major in International Tourism at UOG is a program of the Department of Management, Marketing, and Tourism within the College of Business and Public Administration. Students who major in International Tourism will receive a strong business education while earning a Bachelor of Business Administration.

The major in International Tourism at the baccalaureate level at UOG provides many benefits to the people of Guam. Most importantly, it will produce local leaders for our dominant industry - international tourism.

I would like to present testimony in support of Bill #569 on what I perceive to be its two primary benefits to the people of Guam, both of which stem from the concept of leadership. They are professionalism and citizenship.

The major in International Tourism at UOG will prepare our students to assume leadership positions within the various sectors of the tourism industry. The 42 credit hours of business foundation courses provide our students with the business skills necessary to be successful in a competitive business environment, and the 27 credit hours of international tourism courses supplement their business knowledge with professional understanding and expertise of our island's main source of private sector business opportunities. In addition, students majoring in International Tourism will perform a professional internship, and they will have ample opportunities to gain valuable industry experience by obtaining part-time employment with various tourism companies while earning

FLOW CHART FOR PROPOSED BBA IN INTERNATIONAL TOURISM DEGREE



GENERAL EDUCATION FOUNDATION - STANDARD BUSINESS CORE - SPECIALIZATION OR MAJOR

INTERNATIONAL TOURISM COURSES AT UOG
- Major in International Tourism -
(27 credit hours, 9 courses)
Bachelor of Business Administration

1. MK385 VISITOR INDUSTRY SURVEY.....F.....E-T
2. MG385 HOTEL MANAGEMENT.....S.....R
3. MG386 TOURISM MANAGEMENT.....F.....R
4. MK386 GUAM'S TOURISM PRODUCT.....S/E....E-T
5. MG387 FOOD & BEVERAGE MANAGEMENT.....F/E....E-H
6. MK387 MICRONESIA'S TOURISM PRODUCT.....S/O....E-T
7. MG388 ROOMS DIVISION MANAGEMENT.....F/O....E-H
8. MG483 HOTEL OPERATIONS.....S/O....E-H
9. MG486 TOURISM POLICY, PLANNING, & DEVELOPMENT.....F.....R
10. MG487 ECOTOURISM & SUSTAINABLE DEVELOPMENT.....S/E....E-T
11. MG488 SOCIAL & ECONOMIC IMPACTS OF TOURISM.....S.....R
12. MG489 INTERNATIONAL TOURISM.....F.....R
13. MK491 SEMINAR IN MARKETING (HOTELS).....S/E....E-H
14. MK491 SEMINAR IN MARKETING (TOURISM).....S/O....E-T
15. MG498 INTERNSHIP (HOTELS/TOURISM).....F/S....R

NOTES:

R = required course for major in International Tourism

E-H = elective course (emphasis in Hotel Management)

E-T = elective course (emphasis in Tourism)

F = fall semester, every year

F/E = fall semester, even-numbered years

F/O = fall semester, odd-numbered years

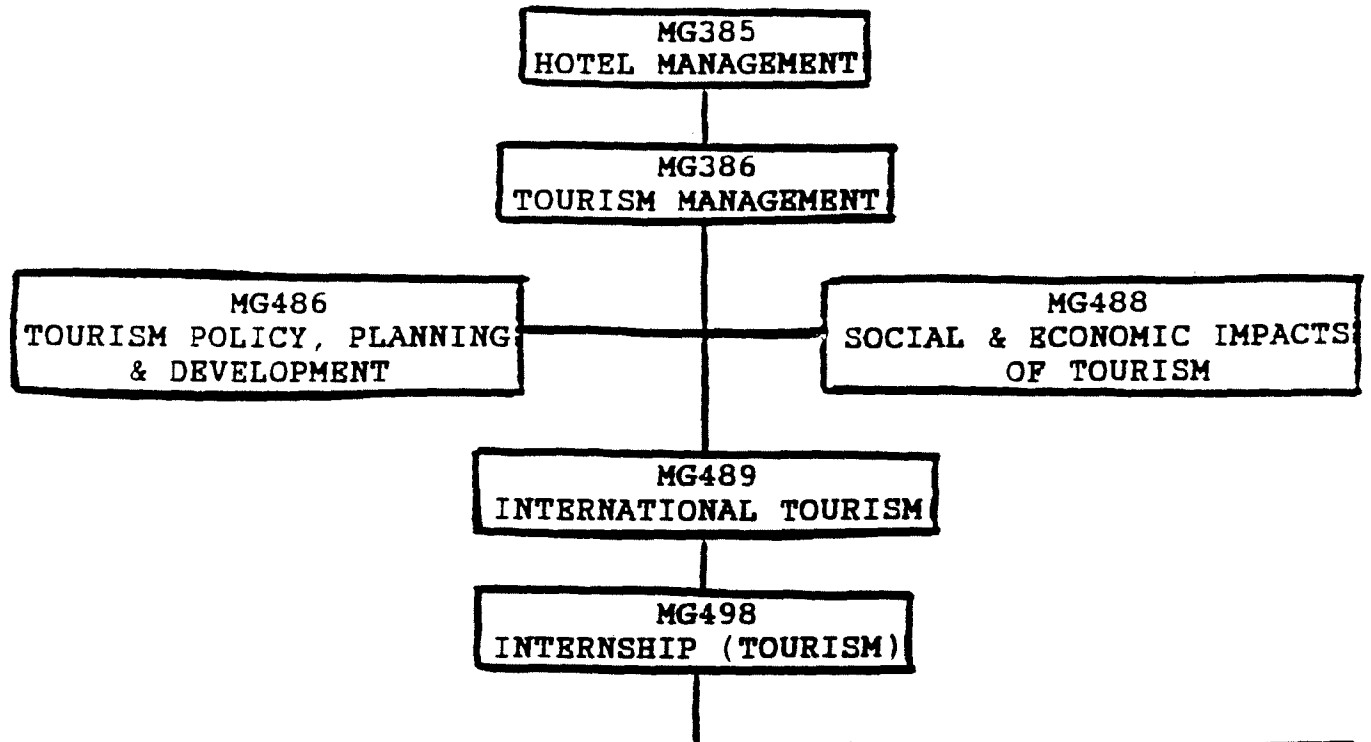
F/S = fall & spring semesters, every year

S = spring semester, every year

S/E = spring semester, even-numbered years

S/O = spring semester, odd-numbered years

MAJOR IN INTERNATIONAL TOURISM



ELECTIVES: Select 3 (or emphasize Hotel Management or Tourism)

=====
 MK285 VISITOR INDUSTRY SURVEY
 MK386 GUAM'S TOURISM PRODUCT
 MK387 MICRONESIA'S TOURISM PRODUCT
 MG387 FOOD & BEVERAGE MANAGEMENT
 MG388 ROOMS DIVISION MANAGEMENT
 MG483 HOTEL OPERATIONS
 MG487 ECOTOURISM & SUSTAINABLE DEVELOPMENT
 MK491 SEMINAR IN MARKETING (TOURISM/HOTEL)

NOTE#1: The major in International Tourism is 27 credit hours (9 courses). Six of the courses are required. Students may select their three elective courses in order to create an emphasis in Hotel Management or to just study Tourism in general.

NOTE #2: Students graduating with a Business degree and a major in International Tourism should be well-qualified and ready to accept a supervisory or managerial position in the tourism/hospitality industry. In addition to their 27 credit hours (9 courses) of International Tourism, they will have also earned 42 credit hours (14 courses) in Business Foundation Courses; plus another 55 credit hours in General Education, including one year of foreign language and many other useful courses. As tourism majors, they will also have had numerous employment opportunities in which to gain the basics of whichever sector they wish to pursue during their career.



OFFICE OF THE DIRECTOR

DEPARTMENT OF EDUCATION
GOVERNMENT OF GUAM
P.O. BOX DE
AGANA, GUAM 96910
TEL: (671) 475-0457
FAX: (671) 472-5003



Joseph L. DeTorres, Ph.D.
Director of Education

Wilfred G. Aflague
Deputy Director

April 04, 1996

Senator John Perez Aguon
Chairman
Committee on Tourism & Transportation
Twenty-Third Guam Legislature
155 Hesler Street
Agana, Guam 96910

Dear Chairman Aguon:


On behalf of the Guam Territorial Board of Education, and the Guam Department of Education, I wish to thank you, and the Committee on Tourism & Transportation, for the opportunity to provide our brief testimony for Bill No. 569: "An Act to appropriate Three Hundred Thirty Seven Thousand Five Hundred Twenty Five Dollars (\$337,525) from the Fiscal Year 1996 Surplus of the Tourist Attraction Fund to the University of Guam to establish the International Tourism Management Program and to fund the Program for the Fiscal Years 1996 and 1997."

Briefly, the Department of Education recognizes the importance of the tourist industry to Guam, and the very critical need to provide appropriately trained personnel to staff and support Guam's tourist activities, and to enhance Guam's economic status into the second millennium. Because of this recognition, the Department of Education strongly supports the appropriation of \$337,525 to the University of Guam for the stated purposes. The Department believes that such a management program at the university would go a long way toward strengthening Guam's abilities and skills at providing the type of tourism services that will "keep tourists coming!"

I apologize for not being able to physically present this testimony, and the tardiness which accompanies its deliverance, but we are working on our budget, and I know you will agree that DOE should focus on that at this time. Please accept my apologies, but duly accept our support of Bill No. 569.

With warm and personal regards, I remain

Sincerely,


Joseph L. DeTorres, Ph.D.
Director of Education



Commonwealth Now!

SENATOR
JOHN PEREZ AGUON



CHAIRMAN
COMMITTEE ON TOURISM & TRANSPORTATION

23RD GUAM LEGISLATURE

OFFICE: 479 W. O'Brien Drive · Suite 301 · Bank of Guam, Santa Cruz · Agana
MAIL: 155 Hesler St. · Agana, Guam · 96910 · (671)472-3570/1/2 · Fax: (671)477-8118

March 25, 1996



Dr. Joseph DeTorres, Director
Department of Education
P. O. Box DE
Agana, GU 96910

Dear Dr. DeTorres,

Hafa Adai! Please be advised that the Committee on Tourism & Transportation has scheduled a public hearing for 9 a.m., on Thursday, April 4, 1996, in the Legislative Public Hearing Room, 155 Hessler Place, Pacific Arcade Building, Agana on the following:

BILL 569: AN ACT TO APPROPRIATE THREE HUNDRED THIRTY SEVEN THOUSAND FIVE HUNDRED TWENTY FIVE DOLLARS (\$337,525) FROM THE FISCAL YEAR 1996 SURPLUS OF THE TOURIST ATTRACTION FUND TO THE UNIVERSITY OF GUAM TO ESTABLISH THE INTERNATIONAL TOURISM MANAGEMENT PROGRAM AND TO FUND THE PROGRAM FOR THE FISCAL YEARS 1996 AND 1997.

I cannot reiterate the importance of your office's participation in this public hearing and I will be looking forward to receiving your testimony.

A copy of the bill is attached for your easy referral. Please bring twenty copies of your written testimony to the hearing. Si Yuus Maase!

Sincerely yours,


JOHN PEREZ AGUON

Enclosure

TWENTY-THIRD GUAM LEGISLATURE
1996 (SECOND) Regular Session

58 MAR 21 PM 2:43

Bill No. 569

Introduced By:

J. P. AGUON
A. R. UNPINGCO

AN ACT TO APPROPRIATE THREE HUNDRED THIRTY SEVEN THOUSAND FIVE HUNDRED TWENTY FIVE DOLLARS (\$337,525) FROM THE FISCAL YEAR 1996 SURPLUS OF THE TOURIST ATTRACTION FUND TO THE UNIVERSITY OF GUAM TO ESTABLISH THE INTERNATIONAL TOURISM MANAGEMENT PROGRAM AND TO FUND THE PROGRAM FOR FISCAL YEARS 1996 AND 1997.

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

2 SECTION 1. Legislative findings and intent. Public Law 19-30, which

3 became law on October 26, 1988, appropriated a total of nearly \$300,000 from

4 the Tourist Attraction Fund to the Department of Education, Guam

5 Community College, and the University of Guam, to provide for the

6 development and expansion of tourism-related programs. This public law set

7 the stage for the "2+2+2" program, which should allow students to begin

8 their visitor industry training with two years in high school, two more years

9 at the community college level, and carry those credits on to the university

10 level for the final two years, leading to a degree in a tourism-related field.

11 P.L. 19-30 found that "education is the key component in the preparation

12 of a skilled labor force and the development of human resources." As the

13 military reduces its presence on Guam, the visitor industry has become the

1 major engine driving our economy. It is critical that we provide training for
2 our workforce to fill the growing demands of the industry. Its phenomenal
3 growth in the last 25 years has resulted in a lack of an educated and trained
4 work force to meet the expanding demand, especially for middle
5 management positions.

6 Although the high school and community college levels have been in place
7 for several years, the University of Guam had not addressed the need for a
8 degree program in Guam's most important industry until the proposal for a
9 degree program in international tourism was approved by the College of
10 Business and Public Administration in March, 1996.

11 It is therefore the intent of the Legislature to implement the final phase
12 of the "2+2+2" program and provide an appropriation for the development
13 of the International Tourism Program at the University of Guam.

14 **SECTION 2. Appropriation.** The sum of THREE HUNDRED THIRTY
15 SEVEN THOUSAND FIVE HUNDRED TWENTY FIVE DOLLARS
16 (\$337,525) are appropriated from the Tourist Attraction Fund to the
17 University of Guam for the International Tourism Program for Fiscal Years
18 1996 and 1997.

FISCAL NOTE
BUREAU OF BUDGET AND MANAGEMENT RESEARCH

Bill No. 569 Date Received - March 28, 1996
 Amendatory Bill: YES _____ NO X _____ Date Reviewed - April 2, 1996
 Department/Agency Affected: University of Guam
 Department/Agency Head: John Salas, President
 Total FY appropriation to Date: \$26,666,930 (General Fund Contribution)

Bill Title (preamble): AN ACT TO APPROPRIATE THREE HUNDRED THIRTY SEVEN THOUSAND FIVE HUNDRED TWENTY FIVE DOLLARS (\$337,525) FROM THE FISCAL YEAR 1996 SURPLUS OF THE TOURIST ATTRACTION FUND TO THE UNIVERSITY OF GUAM TO ESTABLISH THE INTERNATIONAL TOURISM MANAGEMENT PROGRAM AND TO FUND THE PROGRAM FOR FISCAL YEARS 1996 AND 1997.

Change in Law: N/A

Bill's Impact on Present Program Funding:

Increase X _____ Decrease _____ Reallocation _____ No Change _____
 Bill is for: Operations _____ Capital Improvement _____ Other (Tourism Mgmt. Prog.)

FINANCIAL/PROGRAM IMPACT

ESTIMATED SINGLE-YEAR FUND REQUIREMENTS (Per Bill)

PROGRAM CATEGORY	GENERAL FUND	OTHER	TOTAL
<u>Education</u>	_____	<u>\$337,525</u>	<u>\$337,525</u>

ESTIMATED MULTI-YEAR FUND REQUIREMENTS (Per Bill)

FUND	1st	2nd	3rd	4th	5th	TOTAL
GEN. FUND	_____	_____	_____	_____	_____	_____
OTHER(TAF)	<u>\$337,525</u>	<u>\$337,525</u>	_____	_____	_____	<u>\$675,050</u>
TOTAL	<u>\$337,525</u>	<u>\$337,525</u>	_____	_____	_____	<u>\$675,050</u>

Funds Adequate To Cover Intent Of Bill? YES/NO - If No, Add'l Amount Required: See Attached.
 Agency/Person/Date Contacted: UOG-CBPA / Dr. Daljit Singh, Interim Dean, CBPA / April 2, 1996

ESTIMATED POTENTIAL MULTI-YEAR REVENUES

FUND	1st	2nd	3rd	4th	5th	TOTAL
GEN. FUND	<u>See</u>	_____	_____	_____	_____	_____
OTHER	<u>Attached</u>	_____	_____	_____	_____	_____
TOTAL	_____	_____	_____	_____	_____	_____

ANALYST: Rajiv Sood *RS* DATE: 4/2/96 DIRECTOR: Joseph Amara DATE: APR 03 1996

FOOTNOTE: See Attached.

ATTACHMENT AND FOOTNOTE TO BILL 569

The following is an analysis of the Tourist Attraction Fund for Fiscal Year 1996:

Forecast Level		18,717,017
Less:		
Annual Debt Service Requirements	2,451,408	
20% of Annual Debt Service	<u>490,282</u>	
(Minimum Depository Requirement)		<u>(2,941,690)</u>
Maximum Allocation for Executive Budgets		15,775,327
Less:		
Guam Visitors Bureau	10,000,000	
Parks & Recreation-Parks Maintenance	2,263,287	
Guam Council on Arts & Humanities	780,101	
Guam Museum	315,566	
Guam Community College	1,216,081	
Guam Visitors Bureau-Capital Projects	729,250	
Total for Executive Budgets		(15,304,285)
Return of 20% Depository Requirement		<u>490,282</u>
Available Balance		961,324
University of Guam-Tourism Mgmt. Program (Per Bill)		337,525
New Available Balance		<u>623,799</u>

It should also be noted that the Interim Dean of the College of Business and Public Administration indicates that \$2.3 Million has been budgeted for this program over a course of 5 years. The program is also expected to be self-sufficient in 5 years and may generate some revenue in later years. This amount however, cannot be quantified at this time. Finally, the Bill appropriates the same amount (\$337,525) from the Tourist Attraction Fund, for Fiscal Year 1997. However, this FY'97 appropriation is not included in this analysis as it is for FY'96.

REQUEST FOR APPROVAL OF A NEW MAJOR /DEGREE PROGRAM

Date Submitted: December 6, 1995

1. Definition of the Proposed Program

- 1.1 Full and exact designation (degree, major, minor, certificate, etc.) for the proposed program.

Major in International Tourism
(Bachelor of Business Administration)

- 1.2 Name of the College submitting the request.

College of Business and Public Administration

- 1.3 Name of the Department, department's division, or other unit of the college which would offer the proposed program.

Department of Management and Marketing

- 1.4 Name, title, rank of the individual primarily responsible for drafting the proposed program.

Stan McGahey (Ph.D., Tourism), Assistant Professor,
Visitor Industry Management

- 1.5 Objectives of the proposed program.

The primary objectives of a major in International Tourism are:

- 1) to provide academic courses and practical internships as a major area of study for UOG students interested in Guam's and Micronesia's number one industry.
- 2) to create awareness of private sector opportunities among local students in order for them to develop as tourism industry managers and leaders.
- 3) to offer a compact but flexible program that enables students to acquire a broad base of business skills and special expertise in tourism and hotel management.
- 4) to fulfill UOG's implied obligation to produce specially-educated human resources for the local and regional tourism industry in an economical and prudent manner.

- 1.5a Specify the subject matter to be covered.

Tourism is a vast field that encompasses many disciplines and many functional areas. The needs of an International Tourism program at UOG require that subject matter be offered in three areas:

- 1) general tourism concepts that explain the

consist of 27 hours of specialized courses and 6 hours of electives. Of the 27 hours, 18 hours are required and 9 others are selected from among the other tourism courses. The major would total 124 hours. All courses for the major are 3 credit hours.

At present, three of the six required courses for the major are approved and in the UOG catalog. They are:

- MG385 Hotel Management
- MG386 Tourism Management
- MG498 Internship

The other three required courses that would need approval are:

- MG486 Tourism Policy, Planning, and Development
- MG488 Social & Economic Impacts of Tourism
- MG489 International Tourism.

- 1.7 Clarification of number and types of electives, if any under the proposed program, including special options.

The three electives for the major would be selected from eight other courses. Five of those courses are approved and in the UOG catalog. They are:

- MK385 Visitor Industry Survey
- MK386 Guam's Tourism Product
- MK387 Micronesia's Tourism Product
- MK491 Seminar in Marketing
- MG487 Ecotourism & Sustainable Development

The three new courses that would need approval are:

- MG387 Food & Beverage Management
- MG388 Rooms Division Management
- MG483 Hotel Operations

There are no officially documented options within the major. However, through the selection of their elective courses students will have the option to concentrate on tourism in general or to specialize in the hotel sector of tourism.

For example, students interested in concentrating on tourism in general could, as part of the six required courses, perform an internship with an airline, tourist attraction, tour operator, etc., and then take MK385 Visitor Industry Survey, MK386 Guam's Tourism Product, and MG487 Ecotourism & Sustainable Development as the three electives.

On the other hand, students interested in specializing in the hotel sector could perform an internship in a hotel (or if already employed by a hotel, in a related tourism business), and then take MG387 Food & Beverage Management, MG483 Hotel Operations, and MK491 Seminar in Marketing.

States have some type of degree program in tourism and/or hospitality. No two programs are alike. Each is designed to reflect local needs as well as encompass industry standards. This program brings together the elements of basic tourism management and marketing with our own unique local and regional characteristics. The 300 level courses provide the basis for more detailed study at the 400 level. Students can begin by gaining an overview of the tourism industry and basic concepts of both the tourism system and how hotels are managed. They are able to relate that to both Guam and Micronesia. Then they integrate that knowledge into more complex concepts in both tourism and hotels. The sequence falls within the accepted patterns of other programs.

- 1.11 Describe how educational effectiveness of program is to be measured.

In addition to the measure of the market that all Business Administration programs must undergo, this program will utilize constant feedback from Guam's visitor industry as measurement of its effect. This will be true of undergraduates who are part-time employees in the visitor industry, those performing internships, and recent graduates.

2. Context of the Proposed Program

- 2.1 Examples of colleges offering the proposed program.

There are some 200 colleges and universities in the United States who offer tourism and/or hospitality programs, and numerous others in Europe, Asia, Australia, and New Zealand. All are unique in one way or another due to their local characteristics. Such programs are housed in many different colleges and departments ranging from Business and Recreation to Home Economics, Forestry, and the Social Sciences. Many are majors within a degree, while some are separate degree programs, and some are even separate colleges. One of the most prestigious tourism programs is the Travel Industry Management program at the University of Hawaii. The most prestigious hotel administration program is at Cornell University. Many programs encompass concentrations in both tourism and hotel administration. The University of Hawaii is an example, as is Virginia Polytechnic Institute and State University and Niagara University. There are many others. UOG must begin on a much smaller scale but offer its students similar learning experiences.

A major in International Tourism at UOG would be the only such program on Guam or within the Western Pacific. The Guam Community College offers Associate of Science degrees in Tour Operations Management, Travel Agency Management.

been discussed prominently in recent meetings and as part of the academic master plan. Tourism is 70% of Guam's economy and is the prime element of the Vision 2001 program. The department already supports tourism with its minor in Visitor Industry Management.

- 2.6 List of other programs currently offered which are closely related to the proposed program.

The minor in Visitor Industry Management is almost identical except on a smaller scale. Many of the management, marketing, and international business courses contain elements of tourism.

- 2.7 Explanation of how the needs to be met by the proposed program have previously been met.

As a discipline, they have not been met except at the minor level. Some of the functional needs were met in management, marketing, and international business courses. Students interested in pursuing a major or a degree in tourism were forced to study in Hawaii or on the U.S. mainland.

- 2.8 Applicability of course work taken under the proposed program to other programs currently offered.

The various majors within the college and their individual courses provide general business skills which can be applied to the visitor industry. Many of the courses utilize case studies, projects, and term papers related to the visitor industry. The proposed major in International Tourism would provide students with industry-specific courses, internships, and career paths.

Individual courses from the International Tourism major will also be available as electives to other business and public administration majors. This will increase their knowledge of Guam's main industry. These courses will also increase the number of electives for Visitor Industry Management minors. Because tourism is inter-disciplinary, students from other colleges may be interested in taking certain courses that relate to their specific interests.

- 2.9 Assurance that courses and programs are planned both for optimal learning and accessible scheduling, and are offered in a manner that ensures students the opportunity to complete the entire program as announced.

The International Tourism courses are offered at the junior and senior level, so students will have already obtained a solid foundation of interdisciplinary course work through their general education requirements and the lower division business courses. Courses required for the

position and entrepreneurial opportunities in the tourism industry, it will also attest to their educational expertise and career commitment.

3.3 Results of a survey of serious interest in enrolling under the proposed program.

No specific survey among students has been conducted by UOG, however, according to the Guam Community College Visitor Industry Unit, the interest in tourism as a career among both high school and community college students on Guam has increased dramatically over the past few years since GCC began offering tourism programs at those levels. Several hundred students are enrolled in the courses they offer at the high school and junior college level.

The UOG International Business and Tourism Institute has prepared a survey to be administered to the 26 hotel properties that are members of the Guam Hotel and Restaurant Association. The survey is designed to determine the annual need for entry-level hotel managers with a major or specialized degree in tourism or hotel management. In addition, most studies of tourism growth on Guam report an expected shortage of employees at all levels and within all sectors of the industry.

Studies have shown that the residents of Guam are concerned about the lack of local managers in the visitor industry. The Governor has declared his intention to establish a hotel school on Guam. The Legislature has long expressed its desire for UOG to develop a major in hospitality management and tourism. UOG students have founded their own student organization, the Tourism Awareness Group, which is one of the most active on campus. Other students have also expressed their interest in a major in International Tourism, including inquiries from abroad.

3.4 Enrollment figures during the past two years in specified courses or programs related to the proposed program which indicate interest in the proposed program.

During the past three semesters when several tourism courses and internships were offered, more than 20 students have been enrolled. This is in spite of the fact that the courses were not part of any degree plan other than as upper division electives within CBPA, and the majority of the courses offered were not in the catalogue or even readily identified as being tourism-related (i.e. being listed as "Special Studies" in the pre-registration and registration class schedules). The College of Business & Public Administration enrolls several hundred FTE each semester, and its enrollment is on an upward trend.

4. Resources for the proposed program

- 4.1 List of all present faculty members, with rank, highest degree earned, publications and professional experience.

Dr. Stan McGahey, Assistant Professor of Visitor Industry Management, Ph.D. in Tourism, four tourism books, several articles in tourism journals (including four articles in Economist Intelligence Unit publications) and conference proceedings, and a couple of hundred articles in tourism trade magazines, eight years of experience in domestic and international tour operations, tourism consulting, hotel public relations, and tourism journalism; 25 years total experience in the international tourism industry. Also serves as Co-Director of the UOG International Business & Tourism Institute.

The normal faculty load of the above individual can cover many of the courses required for a major in International Tourism. In addition, several other CBPA faculty have gained expertise in various functional and disciplinary areas of the tourism industry via teaching, consulting, and research in Guam and East Asia. Professionals within the local visitor industry with a Master's degree in tourism and/or business are also available and willing to serve as adjunct faculty.

- 4.2 Number and types of additional faculty and other staff positions, if any needed to initiate the proposed program.

None, except for a small number of adjuncts, depending on which courses are scheduled each semester. Existing faculty are available to teach most courses. They include:

- 1) Dr. William J. Bradberry, Chair of Management & Marketing Department, is prepared to teach tourism marketing courses. He is Co-Director of the UOG International Business & Tourism Institute.
- 2) Mr. Bob Gail, who is scheduled to return to the Management & Marketing Department after attending a doctoral program in international business off-island should also be available for certain courses. Mr. Gail, hopefully, Dr. Gail upon his return, has extensive background in the tourism industry and has taught tourism courses both at UOG and GCC.
- 3) Dr. Tom Iverson, Chair of the Finance & Economics Department, is interested in helping to develop the course, entitled Social & Economic Impacts of Tourism during his upcoming sabbatical. He would also be interested in teaching it if the need arose. Dr. Iverson has served as a consultant for the Guam Visitors Bureau for the past several years for the purpose of analyzing and reporting the results of Japan Exit Surveys. He is also conducting research under a grant from the Pacific

MK387 Micronesia's Tourism Products.....3
 MK491 Seminar in Marketing (Tourism/Hotel).....3

4.5 List additional courses not now offered, by catalog number, title, and units of credit, needed initially and during the first two years after approval of the program needed to make the program fully active.

MG387 Food & Beverage Management.....3
 MG388 Rooms Division Management.....3
 MG483 Hotel Operations.....3
 MG486 Tourism Policy, Planning, & Development.....3
 MG488 Economic & Social Impacts of Tourism.....3
 MG489 International Tourism.....3

The first three courses (MG387, MG388, and MG483) are designed for those students who are hotel oriented. The last three (MG486, MG488, and MG489) are required courses for majors. They provide the perspective that tourism managers and tourism industry leaders need to be successful here on Guam or elsewhere in the world.

4.6 College library resources, available in direct support of the proposed program, specifically by subject areas, volume count, periodical holdings, etc.

None. The RFK Memorial Library has no tourism or hospitality journals, and it has no tourism or hospitality textbooks on reserve. The only major source of these types of publications is the office collection of the Assistant Professor who currently teaches the UOG tourism courses and is primarily responsible for preparing this program request. Most of the publications are his private collection. Some were purchased by CBPA until funding ended in 1994. These are available to both students and fellow faculty. They are listed under the "Current Bibliography" section of each course syllabus.

4.7 Plans for developing college library resources in support of the proposed program during the first year of its operation.

A request will be made to the RFK Memorial Library to add the appropriate number of tourism journals and textbooks. The Management and Marketing Department will request funding in the annual budget for the same purpose. In addition, the UOG International Business & Tourism Institute will be requesting grants and private sector support for the library needs of International Tourism.

4.8 Other instructional materials, if any needed in support of the proposed program, itemized with cost estimates as projected for the first five years of operating the program.

INTERNATIONAL TOURISM COURSES AT UOG
 - Major in International Tourism -
 (27 credit hours, 9 courses)
 Bachelor of Business Administration

1. MK285 VISITOR INDUSTRY SURVEY.....F.....E-T
2. MG385 HOTEL MANAGEMENT.....S.....R
3. MG386 TOURISM MANAGEMENT.....F.....R
4. MK386 GUAM'S TOURISM PRODUCT.....S/E....E-T
5. MG387 FOOD & BEVERAGE MANAGEMENT.....F/E....E-H
6. MK387 MICRONESIA'S TOURISM PRODUCT.....S/O....E-T
7. MG388 ROOMS DIVISION MANAGEMENT.....F/O....E-H
8. MG483 HOTEL OPERATIONS.....S/O....E-H
9. MG486 TOURISM POLICY, PLANNING, & DEVELOPMENT.....F.....R
10. MG487 ECOTOURISM & SUSTAINABLE DEVELOPMENT.....S/E....E-T
11. MG488 SOCIAL & ECONOMIC IMPACTS OF TOURISM.....S.....R
12. MG489 INTERNATIONAL TOURISM.....F.....R
13. MK491 SEMINAR IN MARKETING (HOTELS).....S/E....E-H
14. MK491 SEMINAR IN MARKETING (TOURISM).....S/O....E-T
15. MG498 INTERNSHIP (HOTELS/TOURISM).....F/S....R

NOTES:

R = required course for major in International Tourism

E-H = elective course (emphasis in Hotel Management)

E-T = elective course (emphasis in Tourism)

F = fall semester, every year

F/E = fall semester, even-numbered years

F/O = fall semester, odd-numbered years

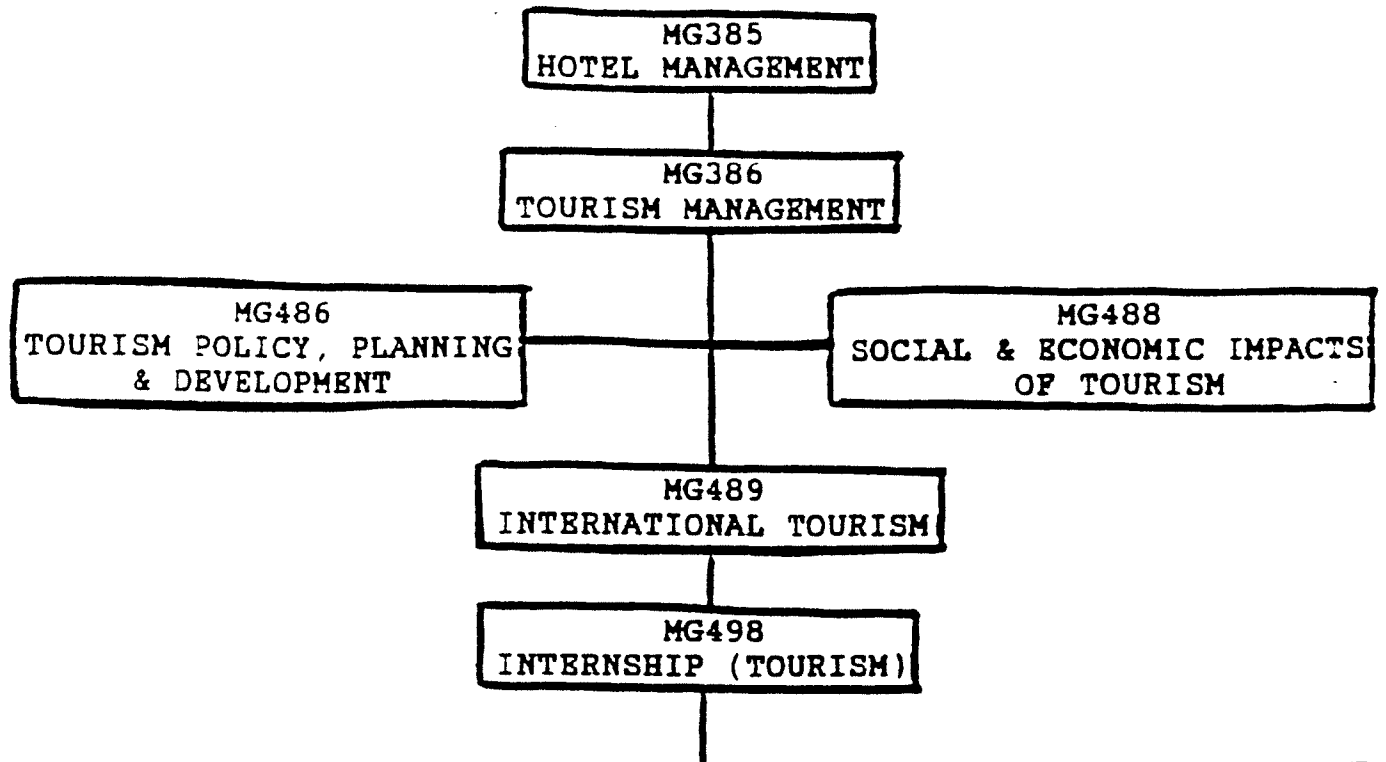
F/S = fall & spring semesters, every year

S = spring semester, every year

S/E = spring semester, even-numbered years

S/O = spring semester, odd-numbered years

MAJOR IN INTERNATIONAL TOURISM



ELECTIVES: Select 3 (or emphasize Hotel Management or Tourism)

- =====
- MK285 VISITOR INDUSTRY SURVEY
 - MK386 GUAM'S TOURISM PRODUCT
 - MK387 MICRONESIA'S TOURISM PRODUCT
 - MG387 FOOD & BEVERAGE MANAGEMENT
 - MG388 ROOMS DIVISION MANAGEMENT
 - MG483 HOTEL OPERATIONS
 - MG487 ECOTOURISM & SUSTAINABLE DEVELOPMENT
 - MK491 SEMINAR IN MARKETING (TOURISM/HOTEL)

NOTE#1: The major in International Tourism is 27 credit hours (9 courses). Six of the courses are required. Students may select their three elective courses in order to create an emphasis in Hotel Management or to just study Tourism in general.

NOTE #2: Students graduating with a Business degree and a major in International Tourism should be well-qualified and ready to accept a supervisory or managerial position in the tourism/hospitality industry. In addition to their 27 credit hours (9 courses) of International Tourism, they will have also earned 42 credit hours (14 courses) in Business Foundation Courses; plus another 55 credit hours in General Education, including one year of foreign language and many other useful courses. As tourism majors, they will also have had numerous employment opportunities in which to gain the basics of whichever sector they wish to pursue during their career.



OFFICE OF THE GOVERNOR
TERRITORY OF GUAM

JAN 21 1995

Dr. Stan McGahey
Assistant Professor
Visitor Industry Management
Management & Marketing Department
University of Guam

Dear Dr. McGahey:

We are pleased to learn of your proposal to offer a Major in International Tourism at the University of Guam, and to lend our support for this improvement of our community.

A Major in International Tourism supports the long-term objective identified by the Hotel School Task Force. Governor Gutierrez, through Vision 2001, has quantified the need to develop a workforce of about 10,000 employees to address the planned growth of approximately 6,000 hotel rooms.

The Guam Community College, through its Hospitality Institute, is currently fulfilling our training needs for entry level and mid-line employees. This new Major will enable us to look to the University of Guam to develop our management and professional level workforce.

As a graduate of the University of Guam, I take pride in knowing that our University responds to the changes required by our continued economic growth. It is pleasing to see such changes, in physical infrastructure, programs and the student population.

Perhaps in the more immediate future, our Asian neighbors will look to UOG as the American Institute of learning in the Asia Pacific region.

Dr. McGahey, good luck with your proposal, and let us know if we can offer additional assistance in any way.

Sincerely yours,


ANTOINETTE D. SANFORD
Chairwoman

Hotel School Task Force
Governor's Council of Economic Advisors



February 19, 1996

Dr. Stan McGahey
Professor of Tourism
Department of Management, Marketing & Tourism
College of Business and Public Administration
University of Guam
Mangilao, Guam
Via Facsimile: 734-4956

RE: INTERNATIONAL TOURISM MAJOR

The Guam Hilton expresses its support for the creation of an International Tourism major for students at the U.O.G. College of Business and Public Administration.

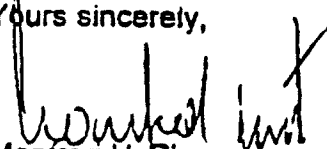
We understand that current majors available (management, marketing, international business, finance, economy and accounting) do not include tourism specifically.

The proposed major with courses such as; hotel management, tourism management, tourism policy, planning, development, international tourism, social-economic impact and an internship will provide in the tourism industry's need to prepare more potential professionals.

The island's economy depends for a major part on tourism and this additional major would allow students to be prepared for the vast opportunities related to the overall tourism industry. The degree would also be useful for indirect related service industries on island.

The Guam Hilton has been dedicated to professional hotel/tourism training since it's opening in 1972 and will continue to support educational endeavors in support of the island's tourism industry.

Yours sincerely,



Manfred H. Pleper
General Manager

/ps

cc: Mr. John Salas, President

Guam's largest hotel with 691 rooms located on Tumon Bay! Featuring the Magellan Tower • Magas Building • Maganaga Wing • Azotea Executive Floors • Roy's Restaurant • Genii • Islander Terrace • Dynasty Restaurant • Lobby Lounge • Roy's Lounge • Tree Bar • Fitness Club • Tennis Club managed by Peter Surwasi International • Mahana Ballroom • Micronesian Room • Chuchuko Room • Chichirika Room • Shopping Arcade

P.O. Box 11199, Tamuning, Guam 96931 USA

TELEPHONE: (671) 646-1835/646-1820

FAX: (671) 646-6038

SENATOR
JOHN PEREZ AGUON



CHAIRMAN
COMMITTEE ON TOURISM & TRANSPORTATION

23RD GUAM LEGISLATURE

OFFICE: 479 W. O'Brien Drive · Suite 301 · Bank of Guam, Santa Cruz · Agana
MAIL: 155 Hesler St. · Agana, Guam · 96910 · (671)472-3570/1/2 · Fax: (671)477-8358

February 12, 1996

Dr. Stan McGahey, Professor of Tourism
Department of Management, Marketing and Tourism
College of Business and Public Administration
University of Guam, Mangilao

Dear Dr. McGahey,

Hafa adai. I have examined with a great deal of interest your proposal to create a major in International Tourism to begin in the fall. I am pleased to learn that your proposal has already received approval from your Department.

As we have discussed on numerous occasions, I am in full support of any and all efforts on the part of the University of Guam (and also the Guam Community College) to provide courses relevant to the most important economic force on Guam, and the world's largest employer, the travel and tourism industry. I believe that your proposed major in International Tourism is an important and natural step in the growth and maturity of our institutions of higher learning. I commend you and the Department of Management, Marketing and Tourism for your foresight. I hope the CBPA grants swift approval.

I also hope that my long-standing goal of achieving a functioning 2+2+2 program can be reached at some point in the near future. Certainly a great deal of dialog between UOG and GCC is still necessary to turn that dream into reality. A major in International Tourism with a Hotel Management track can be an important building block in the foundation of the 2+2+2 program. It will also give GCC a target so that their program can be structured in the proper manner.

Good luck with your proposal. I look forward to continuing our dialog regarding the needs of our island and our people.

Sincerely,

A handwritten signature in black ink, appearing to read "John Perez Aguon".
JOHN PEREZ AGUON

William J. Bradberry, Ph.D., CPA
Associate Professor of International Business/Management
Chair, Management, Marketing and Tourism Department
College of Business and Public Administration
University of Guam
Mangilao, Gu 96923
Office Telephone (671)735-2523 Secretary's Extension 735-2520
Fax (671)637-8327
email: wbrad@uog9.uog.edu

Teaching Interests

International Business; Business Policy and Strategic Management; Cross Cultural Management; International Marketing; and Total Quality Management

Research Interests

Strategic Planning for Government and Business; Continuous Improvement and Management; Policy Instruments for Encouraging Investment Activity.

Education

- Aug 1986 Doctor of Philosophy in International Management
Areas of concentration include -
Multinational Enterprise and Social Policy, Business and Social Policy, and Managerial Economics and Analysis
University of Texas at Dallas
Dissertation title -
"U.S. Multinational Corporate Managers' Response to Investment Incentives and Performance Requirements"
- Aug 1983 Master of Arts in International Management Studies
University of Texas at Dallas
- May 1977 Master in Management (with Distinction)
Asian Institute of Management (Philippines)
Thesis title -
"A Corporate Strategy for
Ampac Industrial Corporation"

May 1976 Bachelor of Science in Business Administration
Major in Accounting and Auditing
Adamson University (Philippines)

During the period 1971 to 1979, attended seminars, certificate, and diploma courses which included general management techniques; pre-investment feasibility studies; economic research and forecasting; controllership and financial systems planning; international finance; data processing and computer programming; and all areas of marketing management. These programs were given by management consulting firms, graduate schools, proprietary institutions and professional associations both U.S. and Asian.

Professional Certification

- 1984 - Present Certified Public Accountant, State of Texas
(Currently Licensed to Practice in Texas)
- 1988 - 1991 Certified Public Accountant, State of Louisiana

Teaching Experience

- College of Business and Public Administration, University of Guam
1991 - Present Chair, Management and Marketing Department
1990 - Present Associate Professor (International Business and Management)
- College of Business Administration, Loyola University (Louisiana)
1987 - 1990 Associate Professor (International Business and Business Policy)
- University of Houston - Downtown (Texas)
1986 - 1987 Associate Professor (Business Policy)
- Kelce School of Business, Pittsburg State University (Kansas)
1985 - 1986 Assistant Professor (Business and Society)
- Graduate School of Management, University of Dallas (Texas)
1981 - 1985 Adjunct Professor (International Business and Marketing)

ROBERT C. GAIL
5 S. Pine Island Rd. #407
Plantation, FL 33324
Phone: (305) 424-2782

CAREER GOALS

Obtain a DIBA in Management and research and teach at the university level to become eligible for Professor. Work independently in the field of Management Consulting, specializing in expatriate/repatriate training and development.

CAREER EXPERIENCE

Instructor University of Guam, Mangilao, GU Jan 90 - Jun 92
Instructor of upper division Marketing and Management
courses: Seminar in Professional Selling (MK491); Retailing
(MK462); Travel Industry Survey (MK 385); Entrepreneurship
(MK380); Managerial Communications (MG331)

Instructor Guam Community College, Mangilao, GU Jan 89-Dec 90
Instructor of Sales, Retailing, Entrepreneurship, and
Advertising

Instructor Central Texas College, Nav Sta, GU Jun 89-Oct 89
Contracted to teach Management II for the apprenticeship
program

Retail Ops Duty Free Shoppers, Ltd, Tamuning, GU Oct 87-Aug 88
Development Designed, implemented, supervised the Management Training
Manager Program

Asst Manager Duty Free Shoppers, Ltd, Tamuning, GU Jan 83-Oct 87
On the management team of 25,000 sq. ft. store, with 150
employees and sales of \$24,000,000 annually

Buyer Duty Free Shoppers, Ltd, Tamuning, GU Sep 80-Dec 82
Buyer for Liquor & Tobacco, maintaining an inventory of
about \$3,000,000 for 15 locations

EDUCATION

Sep 92 - Present Nova Southeastern University, Ft. Lauderdale, FL DIBA
Aug 88 - Dec 89 University of Portland, Portland, OR M.ED. awarded May 90
Sep 74 - Dec 75 University of Guam, Mangilao, GU BA Management

UNIVERSITY ORGANIZATIONS

University Communications Task Force, CBPA University of Guam
Charter Day Challenge Bowl Team Coach University of Guam
Chi Omicron Gamma Honor Society University of Guam

REFERENCES

Available Upon Request

Jeffrey R. Ronan

P.O. Box 6306
Tamuning, Guam 96931
671-649-1954

Education:

- M.S., Hotel Administration, University of Nevada, Las Vegas, 1992
- B.S., Sociology, Eastern Michigan University, 1976

Teaching / Training Experience:

Present:

- Vice President of "The Firm". Conducts workshops for the private and public sector
 - "Introduction to Restaurant Management"
 - "Food and Beverage Cost Controls"
 - "The 'Art of Fine Dining' in Hospitality Management"
 - "The 'Art of Delegation' in Hospitality Management"
 - "Hospitality Management in a Foreign Country"
 - "Managing an International Work Force"
 - "Hospitality Manager/Supervisory, Beginning, Advanced and Executive Levels"
 - "Team Building"
 - "Customer Service"
 - "Bilingual Japanese Executive Hospitality Training"
 - "Hospitality Marketing"
- "Introduction to Hospitality Management" a 50 hour class to 25 managers from two hotels, the Guam Okura Hotel and the Guam Reef Hotel. Classes held weekly for past two years.
- Bi-monthly lecturer on "How to Interview" for the Transitional Assistance Program (TAP) for the transition of 100 navy personnel to civilian live. U.S. Armed Services.
- Opening Training Consultant for 4 workshops for the pre-opening of The Parc Hotel.

Previous:

- Hotel Consultant for two consecutive six month contracts giving workshops and executive consulting to the Fujita Guam Beach Hotel.
- Bilingual Japanese Executive Hospitality Training to the Palace Hotel Guam and the Okura Hotel Guam
- Executive Management Workshops to the Guam Plaza Hotel.
- Instructor, Guam Community College Taught undergraduate courses in Tourism and Hotel Law
- Opening Training Manager, Leo Palace Resorts, Guam. In charge of hiring and training 250 employees for the grand opening of a 27 hole golf, hotel and condominium resort

LINDA A. SABLAN
 P.O. BOX 12734
 TAMUNING, GUAM 96931
 (671) 472-5484

EXPERIENCE

PLANNER III, GUAM DEPARTMENT OF COMMERCE, Office of Economic Development and Planning, Government of Guam (Associate Economist - September 1985 to 1990, promotion to Planner III in 1992)

- Responsible for the development and implementation of the *Visitor Industry Master Plan for Guam*, the *Overall Economic Development Plan for Guam* (Tourism and other sections), and other planning documents as required.
- Regularly acts as the Division Chief Planner when said supervisor is off-island or the position becomes temporarily vacant. (Responsible for 14 staff, 18 grants, \$3 million budget.)
- Manages the collection, interpretation, presentation and dissemination of statistical and other data for visitor industry and general planning needs.
- Develops, implements and evaluates grants and their budgets for tourism research and for other areas and activities.
- Supervises staff involved in planning and implementation of projects and programs.
- Works with developers, consultants and government agencies to provide technical assistance in the form of information, analysis and input on plans, projects and activities relating to the visitor industry.
- Drafts legislation for regulations, policies, and the implementation of programs impacting the visitor industry.
- Monitors development activities and changes in the economic, social, and cultural environment of Guam and foreign markets doing business with Guam to determine their impact on current and future plans affecting the visitor industry.
- Liaisons with the private sector representatives, government agencies, and regional and national organizations concerning policies, plans, projects and programs that impact on the visitor industry.
- Represents the department on committees, such as the Governor's Tourism 2001 Task Force, Guam Finance Commission - Special Economic Service, Guam Chamber of Commerce Tourism Committee, Guam Visitors Bureau Tourism Research Committee, Guam Visitors Bureau Tourism Industry Relations Committee, Guam Hotel and Restaurant Association, and Territorial Planning Council Technical Advisory Group for T-Tanote.
- Assists in implementing trade shows, work shops and other activities.

Accomplishments - Publications:

- *Summary of General Tourism Statistical Information (Quarterly Reports 1988 to Present)*
- *Visitor Industry Master Plan for Guam (Draft)*
- *Summary Outlook for Guam's Visitor Industry to the Year 2004*
- *Guam Annual Economic Review Section on Tourism 1987, 1988, 1991, 1992, 1993, and 1994*
- *Overall Economic Development Plan for Guam 1989 - 1993 and earlier edition in 1986 (Tourism-related sections)*
- *1985 Marisa/Cocos Lagoon Tourism Survey*
- *Investment Brochure for Guam in 1986 and 1988*

Accomplishments - Other:

- Creation of the Tourism Statistical Data and Information File for Guam
- Creation of the Tourism Industry Relations Research Subcommittee at the Guam Visitor Bureau in 1989
- Co-coordinator of the Guam-Micronesia Island Fair in 1988 and in 1987
- Assisted in the coordination of the 1987 First Annual "Made in Guam" Trade Show and Doing Business Internationally Seminar

Awards and Recognition:


- Selected for a detailed appointment to the position of Chief Planner, Division Head of the Economic Development and Planning Section in October 1995
- Selected for the Government of Guam In-Service Training Program in 1989 to pursue a Masters degree in Travel Industry Management from 1989 to 1991
- Letters of commendation and certificates of recognition in 1987 through 1989
- Employee of the Quarter for the fourth quarter of 1987
- Employee of the Year for the Office of Economic Development and Planning in 1987
- Outstanding Young Women of America in 1987.

GENERAL MANAGER, ORIENTOURS CO. LTD. - Micronesia Branch Office (Guam) (1983 to 1984)

- Conducted assessments necessary to plan for tour programs in Guam and Micronesia.
- Supervised and trained staff in all aspects of inbound tour operations.
- Prepared annual budget and monthly and annual financial statements.
- Monitored expenditures and recommended modifications to programs, funding and revenue forecasts.
- Provided consultation and technical assistance to local and off-island tour operators in

Prof Arlene Cohen

To: UAAC Members
University of Guam

From: Dr. Stan McGahey 
Assistant Professor
Department of Management, Marketing, & Tourism
College of Business and Public Administration
University of Guam
Tel: 735-2530; Office: DC-30

Date: February 23, 1996

Subject: Six New Courses That Support International Tourism Major

=====

1. The following six courses support the proposal for a major in International Tourism that I distributed at the UAAC meeting on February 21. These courses are part of that distribution; sorry for the oversight at that time.

2. Please contact me at 735-2530 (DC-30), if you have any questions that I could answer prior to my presentation at the UAAC meeting on March 6.

3. Thank you for your efforts.

Sincerely,


Stan McGahey
Ph.D., Tourism

UNIVERSITY OF GUAM
REQUEST FOR NEW COURSES OR COURSE REVISION

1. TITLE: Food & Beverage Management

2. CATALOG NUMBER: MG387 (New courses may not duplicate active or inactive course numbers.)

REQUEST TYPE: (X) ADDITION TO CURRICULUM
() SPECIAL NEEDS (Workshop, seminar, etc.)
() SUBSTANTIVE REVISION OF EXISTING COURSE # _____

LEVEL OF INSTRUCTION: (X) UNDERGRADUATE () GRADUATE () BOTH

CREDIT HOURS: 3

IS THIS COURSE CROSS-LISTED WITH ANOTHER DEPARTMENT? No

IF SO, WHAT IS/ARE THE CROSS LISTED CATALOG NUMBER(S)? _____

WHAT SESSION(S) WILL THE COURSE BE OFFERED? (X) FALL () SPRING
() SUMMER () ALL

WHAT WILL BE THE YEARLY CYCLE FOR THIS COURSE?
() ALL YEARS (X) EVEN YEARS () ODD YEARS () 1 TERM ONLY

FIRST TERM AND YEAR CYCLE FOR THIS COURSE? Fall '96

LENGTH OF INSTRUCTION (WEEKS): 16 (one semester)

EFFECTIVE DATE FOR THE PUBLISHED CATALOG/BULLETIN: Fall '96

1. INSTRUCTION/ADVISOR CONSENT REQUIRED? () YES (X) NO

PREREQUISITE CATALOG #	PREREQUISITE COURSE TITLE
<u>MG351</u>	<u>Management of Organizations (Co-requisite or Prerequisite)</u>
_____	_____
_____	_____
_____	_____

3. OTHER: _____

CATALOG DESCRIPTION: This course examines the principles of food and beverage management as a profit center in hotels. Components include the management of food production, restaurants and bars, banquets and catering, and room service. Co-requisite or prerequisite is MG351.

UNIVERSITY OF GUAM
COURSE OUTLINE

Course Number: MG387 College (or sponsoring Unit): CBPA

Course Title: Food & Beverage Management Credit Hours: 3

Date of Final Approval: _____ Semester Offered: Fall/Even

Course counts as: ___ general education requirement
X part of Management/Marketing/Tourism major
X part of Visitor Industry Management minor
X elective (Management)

1. CATALOG DESCRIPTION:

This course examines the principles of food and beverage management as a profit center in hotels. Components include the management of food production, restaurants and bars, banquets and catering, and room service. Co-requisite or prerequisite is MG351.

2. COURSE CONTENT:

This course will discuss the production and sales of food and beverage products within hotels. Topics include planning, budgeting, merchandising, menu planning, preparation, service, logistical support, internal controls, quality assurance, and staffing.

3. RATIONALE FOR THE COURSE:

Food and beverage outlets are operated as a service to hotel guests. Therefore, they operate during different hours and with a different service level than most free standing facilities. Although these and other nuances of hotel F&B outlets often put them at an operational disadvantage, they are still expected to produce a profit. Management of hotel F&B outlets is a distinct competency that is essential to the success of any hotel property.

4. SKILLS AND BACKGROUND REQUIRED OR EXPECTED:

Students are expected to exhibit a genuine interest in the hotel industry. Since Guam has a wide variety of hotel and lodging facilities that assume a high profile within the local visitor industry as well as the local community, most students have already acquired some degree of familiarity with them. Co-requisite or prerequisite is MG351.

COLLEGE OF BUSINESS & PUBLIC ADMINISTRATION
MANAGEMENT, MARKETING, AND TOURISM DEPARTMENT
VISITOR INDUSTRY MANAGEMENT

COURSE SYLLABUS*

1. Course: MG387

2. Course Title: Food & Beverage Management

3. CATALOG DESCRIPTION: This course examines the principles of food and beverage management as a profit center in hotels. Components include the management of food production, restaurants and bars, banquets and catering, and room service. Co-requisite or prerequisite is MG351.

4. COURSE OBJECTIVES: Upon completion of this course students are expected to be able to:

- A. explain the factors which affect food, beverage, and labor costs in F&B operations.
- B. analyze and understand the profitability structure of F&B operations.
- C. control costs of food, beverage, and labor.
- D. calculate comparable costs of F&B products.
- E. select appropriate F&B products for each outlet.
- F. determine profitable pricing strategies for F&B products.
- G. explain typical organizational chart of F&B department.
- H. discuss role of F&B in customer service and guest retention.
- I. explain the mix of F&B outlets in various types of hotels.
- J. explain F&B staff positions and duties.
- K. describe career path for F&B director.

5. COURSE CONTENT: This course will discuss the production and sales of food and beverage products within hotels. Topics include planning, budgeting, merchandising, menu planning, preparation, service, logistical support, internal controls, quality assurance, and staffing.

various hotel properties on Guam will also be invited to share their experience and expertise with the students. Field trips will be arranged as appropriate.

11. LABORATORY METHODOLOGIES: None.

12. COURSE REQUIREMENTS: Read book, attend class, participate in discussions, and take exams. Co-requisite or prerequisite is MG351.

13. GRADING SYSTEM/EVALUATION METHODOLOGIES: The mid-term and final exams will each count 40%, and projects, papers, and attendance will count 20% of the grade.

14. CURRENT BIBLIOGRAPHY: The library has a limited number of hospitality textbooks and no journals or trade magazines. Publications listed below are available from the instructor.

Axler, B.H. (1979). Foodservice: A Managerial Approach. Dubuque, Iowa: Wm. C. Brown Company.

Davidoff, D.M. (1994). Contact - Customer Service in the Hospitality and Service Industry. Englewood Cliffs, NJ: Prentice-Hall Career and Technology.

Dittmer, P., & Griffin, G. (1993). The Dimensions of the Hospitality Industry. New York: Van Nostrand Reinhold.

Greene, M. (1987). Marketing Hotels and Restaurants into the 90s. London: Heinemann Professional Publishing.

Keiser, J. (1998). Principles, and Practices of Management in the Hospitality Industry. New York: Van Nostrand Reinhold.

Lane, H. & van Hartesvelt, M. (1983). Essentials of the Hospitality Industry. Reston, Virginia: Reston Publishing.

Lattin, G. (1989). The Lodging and Food Service Industry. East Lansing: EI-AHMA.

Chuah, A.M., Lee, G.B., & Tan, L.C. (1988). So You Want to Work in a Hotel. Singapore: Times Book International.

Kotschevar, L.H. (1987). Management by Menu. New York: John Wiley & Sons.

Kotschevar, L.H., & Levinson, C. (1988). Quantity Food Purchasing. New York: Macmillan Publishing Company.

Lennick, J. (1984). Running Your Own Small Hotel. London:

UNIVERSITY OF GUAM
REQUEST FOR NEW COURSES OR COURSE REVISION

1. TITLE: Rooms Division Management

2. CATALOG NUMBER: MG388 (New courses may not duplicate active or inactive course numbers.)

REQUEST TYPE: (X) ADDITION TO CURRICULUM
() SPECIAL NEEDS (Workshop, seminar, etc.)
() SUBSTANTIVE REVISION OF EXISTING COURSE # _____

LEVEL OF INSTRUCTION: (X) UNDERGRADUATE () GRADUATE () BOTH

CREDIT HOURS: 3

IS THIS COURSE CROSS-LISTED WITH ANOTHER DEPARTMENT? No

IF SO, WHAT IS/ARE THE CROSS LISTED CATALOG NUMBER(S)? _____

WHAT SESSION(S) WILL THE COURSE BE OFFERED? (X) FALL () SPRING
() SUMMER () ALL

WHAT WILL BE THE YEARLY CYCLE FOR THIS COURSE?
() ALL YEARS () EVEN YEARS (X) ODD YEARS () 1 TERM ONLY

FIRST TERM AND YEAR CYCLE FOR THIS COURSE? Fall '97

LENGTH OF INSTRUCTION (WEEKS): 16 (one semester)

EFFECTIVE DATE FOR THE PUBLISHED CATALOG/BULLETIN: Fall '96

1. INSTRUCTION/ADVISOR CONSENT REQUIRED? () YES (X) NO

2. PREREQUISITE CATALOG #	PREREQUISITE COURSE TITLE
<u>MG351</u>	<u>Management of Organizations (Co-requisite or Prerequisite)</u>
_____	_____
_____	_____
_____	_____
_____	_____

3. OTHER: _____

CATALOG DESCRIPTION: This course examines management of the various components of the main profit center of the hotel. These include reservations, front desk operations, housekeeping, and telephone service. Managerial concepts emphasized include selling strategies, rate efficiency, yield management, human resources, and guest relations. Co-requisite or prerequisite is MG351.

UNIVERSITY OF GUAM
COURSE OUTLINE

Course Number: MG388 College (or sponsoring Unit): CBPA

Course Title: Room's Division Management Credit Hours: 3

Date of Final Approval: _____ Semester Offered: Fall/Odd

Course counts as: _____ general education requirement
X part of Management/Marketing/Tourism major
X part of Visitor Industry Management minor
X elective (Management)

1. CATALOG DESCRIPTION:

This course examines management of the various components of the main profit center of the hotel. These include reservations, front desk operations, housekeeping, and telephone service. Managerial concepts emphasized include selling strategies, rate efficiency, yield management, human resources, and guest relations. Co-requisite or prerequisite is MG351.

2. COURSE CONTENT:

This course will discuss how the front office works in conjunction with other departments such as housekeeping to efficiently room guest and maximize profitability. It examines the structure of the front office and explain the many functions performed there. These range from reservations and registration to billing and property management systems.

3. RATIONALE FOR THE COURSE:

Profit is the primary measure of success in the hotel industry, and the rooms division is the main profit center of a hotel. A course that examines its main components from a managerial and technical perspective is essential. The nuances of rooms division management also differ quite dramatically from the practice of general management found in other service businesses.

4. SKILLS AND BACKGROUND REQUIRED OR EXPECTED:

Students are expected to exhibit a genuine interest in the hotel industry. Since Guam has a wide variety of hotel and lodging facilities that assume a high profile within the local visitor industry as well as the local community, most students have already acquired some degree of familiarity with them. Prerequisite is

UNIVERSITY OF GUAM
COLLEGE OF BUSINESS & PUBLIC ADMINISTRATION
MANAGEMENT, MARKETING, AND TOURISM DEPARTMENT
VISITOR INDUSTRY MANAGEMENT

Course Syllabus*

1. Course: MG388

2. Course Title: Rooms Division Management

3. CATALOG DESCRIPTION: This course examines management of the various components of the main profit center of the hotel. These include reservations, front desk operations, housekeeping, and telephone service. Managerial concepts emphasized include selling strategies, rate efficiency, yield management, human resources, and guest relations. Co-requisite or prerequisite is MG351.

4. COURSE OBJECTIVES: Upon completion of this course students are expected to able to:

- A. construct an organizational chart for the rooms division of a full-service hotel.
- B. describe the design of a typical front office.
- C. identify the equipment needed for the front office.
- D. list the components of the yield management process.
- E. describe intended outcomes from the yield management process.
- F. describe procedures for handling guest complaints.
- G. describe the reservations request process.
- H. identify information needed from guests making reservations.
- I. describe the various methods used to control reservations.
- J. generate room availability using standard mathematical formula.
- K. prepare a chart showing weekly forecast of space availability.
- L. calculate: occupancy rate, percentage of double occupancy, percentage of bed occupancy, sales per occupied bed, sales per available room, sales per guest, frequency of average rate earned, potential gross revenue ratio, average length of stay.

Week #11: Telephones and security.

Week #12: Credit procedures and the city ledger.

Week #13: Staffing and personnel management.

Week #14: Hotel statistics and sales ratios.

Week #15: Housekeeping

Week #16: Review and final exam.

10. TEACHING METHODOLOGIES: Lectures, class discussions, and videos will be the primary methods of instruction. Guest speakers from various hotel properties on Guam will also be invited to share their experience and expertise with the students. Field trips will be arranged as appropriate.

11. LABORATORY METHODOLOGIES: None.

12. COURSE REQUIREMENTS: Read book, attend class, participate in discussions, and take exams. Co-requisite or prerequisite is MG351.

13. GRADING SYSTEM/EVALUATION METHODOLOGIES: The mid-term and final exams will each count 40%, and projects, papers, and attendance will count 20% of the grade.

14. CURRENT BIBLIOGRAPHY: The library has a limited number of hospitality textbooks and no journals or trade magazines. Publications listed below are available from the instructor.

Davidoff, D.M. (1994). Contact - Customer Service in the Hospitality and Service Industry. Englewood Cliffs, NJ: Prentice-Hall Career and Technology.

Dittmer, P., & Griffin, G. (1993). The Dimensions of the Hospitality Industry. New York: Van Nostrand Reinhold.

Greene, M. (1987). Marketing Hotels and Restaurants into the 90s. London: Heinemann Professional Publishing.

Keiser, J. (1998). Principles, and Practices of Management in the Hospitality Industry. New York: Van Nostrand Reinhold.

Lane, H. & van Hartesvelt, M. (1983). Essentials of the Hospitality Industry. Reston, Virginia: Reston Publishing.

Lattin, G. (1989). The Lodging and Food Service Industry.

UNIVERSITY OF GUAM
REQUEST FOR NEW COURSES OR COURSE REVISION

1. TITLE: Hotel Operations

2. CATALOG NUMBER: MG483 (New courses may not duplicate active or inactive course numbers.)

REQUEST TYPE: (X) ADDITION TO CURRICULUM
() SPECIAL NEEDS (Workshop, seminar, etc.)
() SUBSTANTIVE REVISION OF EXISTING COURSE # _____

LEVEL OF INSTRUCTION: (X) UNDERGRADUATE () GRADUATE () BOTH

CREDIT HOURS: 3

IS THIS COURSE CROSS-LISTED WITH ANOTHER DEPARTMENT? No

IF SO, WHAT IS/ARE THE CROSS LISTED CATALOG NUMBER(S)? _____

WHAT SESSION(S) WILL THE COURSE BE OFFERED? () FALL (X) SPRING
() SUMMER () ALL

WHAT WILL BE THE YEARLY CYCLE FOR THIS COURSE?
() ALL YEARS () EVEN YEARS (X) ODD YEARS () 1 TERM ONLY

FIRST TERM AND YEAR CYCLE FOR THIS COURSE? Spring '97
LENGTH OF INSTRUCTION (WEEKS): 16 (one semester)

EFFECTIVE DATE FOR THE PUBLISHED CATALOG/BULLETIN: Fall '96

1. INSTRUCTION/ADVISOR CONSENT REQUIRED? () YES (X) NO

PREREQUISITE CATALOG #	PREREQUISITE COURSE TITLE
<u>MG351</u>	<u>Management of Organizations</u>
_____	_____
_____	_____
_____	_____
_____	_____

3. OTHER: _____

CATALOG DESCRIPTION: This course examines the departmental operations and structure of hotels from a theoretical, technical, and practical point of view. It also describes the actions and policies necessary to make them operate successfully and profitably. Prerequisite is MG351.

UNIVERSITY OF GUAM
COURSE OUTLINE

Course Number: MG483 College (or sponsoring Unit): CBPA

Course Title: Hotel Operations Credit Hours: 3

Date of Final Approval: _____ Semester Offered: Spring/Odd

Course counts as: general education requirement
 X part of Management/Marketing/Tourism major
 X part of Visitor Industry Management minor
 X elective (Management)

1. CATALOG DESCRIPTION:

This course examines the departmental operations and structure of hotels from a theoretical, technical, and practical point of view. It also describes the actions and policies necessary to make them operate successfully and profitably. Prerequisite is MG351.

2. COURSE CONTENT:

This course will discuss the mission and purpose of each of the hotel's major departments and activities with an emphasis on their interaction. Included are food & beverage, front office, housekeeping, marketing, human resources, purchasing, accounting, information systems, engineering, and security. It also discusses the realities of staff positions and the myriad of issues that face departmental managers.

3. RATIONALE FOR THE COURSE:

A hotel consists of numerous departments and activities which must be efficiently operated on an individual basis and coordinated effectively on an interactive basis in order to provide quality guest service and maximum profitability. Understanding the functions of each of these departments and activities is essential to the development of successful hotel administrators.

4. SKILLS AND BACKGROUND REQUIRED OR EXPECTED:

Students are expected to exhibit a genuine interest in the hotel industry. Since Guam has a wide variety of hotel and lodging facilities that assume a high profile within the local visitor industry as well as the local community, most students have already acquired some degree of familiarity with them. Prerequisite is

UNIVERSITY OF GUAM
COLLEGE OF BUSINESS & PUBLIC ADMINISTRATION
MANAGEMENT, MARKETING, AND TOURISM DEPARTMENT
VISITOR INDUSTRY MANAGEMENT

COURSE SYLLABUS*

1. Course: MG483

2. Course Title: Hotel Operations

3. CATALOG DESCRIPTION: This course examines the departmental operations and structure of hotels from a theoretical, technical, and practical point of view. It also describes the actions and policies necessary to make them operate successfully and profitably.

4. COURSE OBJECTIVES: Upon completion of this course students are expected to able to:

- A. describe the responsibilities of various hotel departments.
- B. understand the skill and knowledge level of various employees.
- C. explain the functional areas of hotel operations.
- D. discuss the diversity of function accomplished within a hotel.
- E. explain how the type of hotel affects its operations.
- F. discuss the inter-relatedness and inter-dependency of the various hotel departments.
- G. discuss management issues from an operational perspective.
- H. recognize staffing needs of different departments.
- I. discuss the technological needs of various departments.
- J. prioritize individual interests by department function.

5. COURSE CONTENT: This course will discuss the mission and purpose of each of the hotel's major departments and activities with an emphasis on their interaction. Included are food & beverage, front office, housekeeping, marketing, human resources, purchasing, accounting, information systems, engineering, and security. It also discusses the realities of staff positions and the myriad of issues that face departmental managers.

10. TEACHING METHODOLOGIES: Lectures, class discussions, and videos will be the primary methods of instruction. Guest speakers from various hotel properties on Guam will also be invited to share their experience and expertise with the students. Field trips will be arranged as appropriate.

11. LABORATORY METHODOLOGIES: None.

12. COURSE REQUIREMENTS: Read book, attend class, participate in discussions, and take exams. Prerequisite is MG351.

13. GRADING SYSTEM/EVALUATION METHODOLOGIES: The mid-term and final exams will each count 40%, and projects, papers, and attendance will count 20% of the grade.

14. CURRENT BIBLIOGRAPHY: The library has a limited number of hospitality textbooks and no journals or trade magazines. Publications listed below are available from the instructor.

Chuah, A.M., Lee, G.B., & Tan, L.C. (1988). So You Want to Work in a Hotel. Singapore: Times Book International.

Davidoff, D.M. (1994). Contact - Customer Service in the Hospitality and Service Industry. Englewood Cliffs, NJ: Prentice-Hall Career and Technology.

Dittmer, P., & Griffin, G. (1993). The Dimensions of the Hospitality Industry. New York: Van Nostrand Reinhold.

Greene, M. (1987). Marketing Hotels and Restaurants into the 90s. London: Heinemann Professional Publishing.

Keiser, J. (1998). Principles, and Practices of Management in the Hospitality Industry. New York: Van Nostrand Reinhold.

Lane, H. & van Hartesvelt, M. (1983). Essentials of the Hospitality Industry. Reston, Virginia: Reston Publishing.

Lattin, G. (1989). The Lodging and Food Service Industry. East Lansing: EI-AHMA.

Lennick, J. (1984). Running Your Own Small Hotel. London: Kogan Page Limited.

Martin, R.J., & Lundberg, D. (1991) Human Relations for the Hospitality Industry. New York: Van Nostrand Reinhold.

Medlik, S. (1980). The Business of Hotels. London: Heinemann Professional Publishing.

UNIVERSITY OF GUAM
REQUEST FOR NEW COURSES OR COURSE REVISION

1. TITLE: Tourism Policy, Planning, & Development

2. CATALOG NUMBER: MG486 (New courses may not duplicate active or inactive course numbers.)

REQUEST TYPE: (X) ADDITION TO CURRICULUM
() SPECIAL NEEDS (Workshop, seminar, etc.)
() SUBSTANTIVE REVISION OF EXISTING COURSE # _____

LEVEL OF INSTRUCTION: (X) UNDERGRADUATE () GRADUATE () BOTH

CREDIT HOURS: 3

IS THIS COURSE CROSS-LISTED WITH ANOTHER DEPARTMENT? No

IF SO, WHAT IS/ARE THE CROSS LISTED CATALOG NUMBER(S)? _____

WHAT SESSION(S) WILL THE COURSE BE OFFERED? (X) FALL () SPRING
() SUMMER () ALL

WHAT WILL BE THE YEARLY CYCLE FOR THIS COURSE?
(X) ALL YEARS () EVEN YEARS () ODD YEARS () 1 TERM ONLY

FIRST TERM AND YEAR CYCLE FOR THIS COURSE? Fall '96

LENGTH OF INSTRUCTION (WEEKS): 16 (One semester)

EFFECTIVE DATE FOR THE PUBLISHED CATALOG/BULLETIN: Fall '96

1. INSTRUCTION/ADVISOR CONSENT REQUIRED? () YES (X) NO

2. PREREQUISITE CATALOG #	PREREQUISITE COURSE TITLE
------------------------------	------------------------------

<u>MG351</u>	<u>Management of Organizations</u>
_____	_____
_____	_____
_____	_____
_____	_____

3. OTHER: _____

CATALOG DESCRIPTION: This course examines the numerous issues that a community must consider in establishing and guiding a successful tourism industry. Among the topics are selecting the type of tourism that is most appropriate for a community, the identification and utilization of necessary resources, and the regulation of tourism. Prerequisite is MG351.

UNIVERSITY OF GUAM
COURSE OUTLINE

Course Number: MG486 College (or sponsoring Unit): CBPA

Course Title: Tourism Policy, Planning, & Development

Credit Hours: 3

Date of Final Approval: _____ Semester Offered: Fall

Course counts as: _____ general education requirement
X part of Management/Marketing/Tourism major
X part of Visitor Industry Management minor
X elective (Management)

1. CATALOG DESCRIPTION:

This course examines the numerous issues that a community must consider in establishing and guiding a successful tourism industry. Among the topics are selecting the type of tourism that is most appropriate for a community, the identification and utilization of necessary resources, and the regulation of tourism. Prerequisite is MG351.

2. COURSE CONTENT:

This course will discuss the many factors that effect tourism, such as the environment, the economy, and the social fabric of the host community. Tourism policy provides the framework for decisions that follow. Tourism planning optimizes the results, and tourism development bring the plans to fruition in the most productive manner. Various principles of each will be discussed, as well as several case studies of both successful and unsuccessful tourist destinations.

3. RATIONALE FOR THE COURSE:

Tourism is growing rapidly in Guam, Micronesia, and the rest of the world. An understanding of how to control and regulate its development through public and private sector policy and planning is essential for informed voters, successful entrepreneurs, and foreign investors. On the other hand, improper policy, poor planning, and careless development can ruin a destination and alienate the citizenry.

4. SKILLS AND BACKGROUND REQUIRED OR EXPECTED:

Students are expected to exhibit a genuine interest in the tourism

UNIVERSITY OF GUAM
COLLEGE OF BUSINESS & PUBLIC ADMINISTRATION
MANAGEMENT, MARKETING, AND TOURISM DEPARTMENT
VISITOR INDUSTRY MANAGEMENT

Course Syllabus*

1. Course: MG486

2. Course Title: Tourism Policy, Planning, & Development

3. CATALOG DESCRIPTION: This course examines the numerous issues that a community must consider in establishing and guiding a successful tourism industry. Among the topics are selecting the type of tourism that is most appropriate for a community, the identification and utilization of necessary resources, and the regulation of tourism.

4. COURSE OBJECTIVES: Upon completion of this course, students are expected to be able to:
 - A. discuss the importance of tourism policy.
 - B. discuss potential tourism goals of a region or nation.
 - C. explain tourism's role in overall community planning and development.
 - D. cite examples of improper tourism planning and development.
 - E. describe role of public and private sector in tourism planning and development.
 - F. discuss strategies to maximize positive effects of tourism.
 - G. explain barriers to international tourism and how to remove them.
 - I. implement tourism planning methodologies.
 - J. cite principles of tourism planning and development in case studies.

5. COURSE CONTENT: This course will examine the many factors that effect tourism, such as the environment, the economy, and the social fabric of the host community. Tourism policy provides the framework for decisions that follow. Tourism planning optimizes the results, and tourism development bring the plans to fruition in the most productive manner. Various principles of each will be

Week #14: Case studies: 1) Tourism development plan of the Philippines; and 2) Development standards of the Philippines.

Week #15: Case studies: 1) Tourism planning in Bhutan; and 2) Tourism development strategy of Cyprus.

Week #16: Review and final exam.

10. TEACHING METHODOLOGIES: Lectures, class discussions, and videos will be the primary methods of instruction. Guest speakers from various tourism companies and organizations will also be invited as appropriate to share their experience and expertise with the students. Field trips will be arranged as appropriate.

11. LABORATORY METHODOLOGIES: None.

12. COURSE REQUIREMENTS: Students are expected to exhibit a genuine interest in the tourism industry. Since tourism is Guam's most important industry, most students have already acquired some familiarity with it. Prerequisite is MG351.

13. GRADING SYSTEM/EVALUATION METHODOLOGIES: The mid-term and final tests will count 40% each. Papers and attendance will count 20%.

14. CURRENT BIBLIOGRAPHY:

Blank, U. (1989). The Community Tourism Industry Imperative. State College, Pennsylvania: Venture Publishing.

Coltman, M. (1989). Travel & Tourism - An International Approach. New York: Van Nostrand Reinhold.

Burkart, A., & Medlik, S. (1981). Tourism. London: Heinemann.

de Kadt, E. (1979). Tourism - Passport to Development? London: Oxford University Press.

Edgell, D.L. (1990). International Tourism Policy. New York: Van Nostrand Reinhold.

Foster, D. (1992). VIP: An Introduction to Hospitality. Singapore: McGraw-Hill Book Co.

Fridgen, J. (1991). Dimensions of Tourism. East Lansing, Michigan: AHMA-EI.

Gunn, C.A. (1988). Tourism Planning. New York: Taylor & Francis.

UNIVERSITY OF GUAM
REQUEST FOR NEW COURSES OR COURSE REVISION

1. TITLE: Social & Economic Impacts of Tourism

2. CATALOG NUMBER: MG488 (New courses may not duplicate active or inactive course numbers.)

REQUEST TYPE: (X) ADDITION TO CURRICULUM
() SPECIAL NEEDS (Workshop, seminar, etc.)
() SUBSTANTIVE REVISION OF EXISTING COURSE # _____

LEVEL OF INSTRUCTION: (X) UNDERGRADUATE () GRADUATE () BOTH

CREDIT HOURS: 3

IS THIS COURSE CROSS-LISTED WITH ANOTHER DEPARTMENT? No

IF SO, WHAT IS/ARE THE CROSS LISTED CATALOG NUMBER(S)? _____

WHAT SESSION(S) WILL THE COURSE BE OFFERED? () FALL (X) SPRING
() SUMMER () ALL

WHAT WILL BE THE YEARLY CYCLE FOR THIS COURSE?
(X) ALL YEARS () EVEN YEARS () ODD YEARS () 1 TERM ONLY

FIRST TERM AND YEAR CYCLE FOR THIS COURSE? Spring '97
LENGTH OF INSTRUCTION (WEEKS): 16 (One semester)

EFFECTIVE DATE FOR THE PUBLISHED CATALOG/BULLETIN: Fall '96

1. INSTRUCTION/ADVISOR CONSENT REQUIRED? () YES (X) NO

2. PREREQUISITE CATALOG #	PREREQUISITE COURSE TITLE
<u>MG351</u>	<u>Management of Organizations</u>
_____	_____
_____	_____
_____	_____
_____	_____

3. OTHER: _____

CATALOG DESCRIPTION: This course examines both the positive and negative impacts that tourism has on a community with emphasis on social and economic issues. Among the topics covered are disenfranchisement, the irridex, acculturation, commoditization, income distribution, employment, multiplier effects, and leakage. Prerequisite is MG351.

UNIVERSITY OF GUAM
COURSE OUTLINE

Course Number: MG488

College (or sponsoring Unit): CBPA

Course Title: Social & Economic Impacts of Tourism

Credit Hours: 3

Date of Final Approval: _____

Semester Offered: Spring

Course counts as: general education requirement
 X part of Management/Marketing/Tourism major
 X part of Visitor Industry Management minor
 X elective (Management)

1. CATALOG DESCRIPTION:

This course examines both the positive and negative impacts that tourism has on a community with emphasis on social and economic issues. Among the topics covered are disenfranchisement, the irridex, acculturation, commoditization, income distribution, employment, multiplier effects, and leakage. Prerequisite is MG351.

2. COURSE CONTENT:

This course will examine how tourism affects the basic lifestyle, customs, and culture of a community through the introduction of foreign tourists and their values, ideas, and money. It also examines the economic benefits of tourism in terms of how they can be maximized for the well-being of the local people, and how to avoid potential negative consequences.

3. RATIONALE FOR THE COURSE:

Tourism introduces many new forces into a community. The simple acknowledgement that these forces can provide long-term benefits or long-term problems is essential to the proper development of tourism. Especially in under-developed areas, the average citizen has the most to gain or lose from tourism development. Providing an awareness of these forces will help to guide proper development.

4. SKILLS AND BACKGROUND REQUIRED OR EXPECTED:

Students are expected to exhibit a genuine interest in the tourism industry. Since tourism is Guam's leading industry, most students have acquired some familiarity with it. Prerequisite is MG351.

UNIVERSITY OF GUAM
COLLEGE OF BUSINESS & PUBLIC ADMINISTRATION
MANAGEMENT, MARKETING, AND TOURISM DEPARTMENT
VISITOR INDUSTRY MANAGEMENT

Course Syllabus*

1. Course: MG488

2. Course Title: Social & Economic Impacts of Tourism

3. CATALOG DESCRIPTION: This course examines both the positive and negative impacts that tourism has on a community with emphasis on the social and economic impacts. Among the topics covered are disenfranchisement, the irridex, acculturation, income distribution, commoditization, employment, multiplier effects, and leakage. Prerequisite is MG351.

4. COURSE OBJECTIVES: Upon completion of this course, students are expected to be able to:

- A. explain the various ways that tourism impacts a destination and the people who live there.
- B. recognize the changes that tourism can bring to a community.
- C. form an opinion as to whether or not potential development will have a positive or negative impact
- D. explain how tourism leakage varies with different types of tourism development.
- E. explain terms such as the demonstration effect and irridex.
- F. discuss both positive and negative impacts tourists can have on host communities.
- G. explain a basic formula for tourism multiplier.
- H. describe various tourism enterprises.
- I. enumerate the special considerations of tourism investment.
- J. explain the trade off of economic progress and increased social costs that often result from tourism development.

5. COURSE CONTENT: This course will examine how tourism affects the basic lifestyle, customs, and culture of a community through the introduction of foreign tourists and their values, ideas, and

Week #15: Tourism investment.

Week #16: Review and final exam.

10. TEACHING METHODOLOGIES: Lectures, class discussions, and videos will be the primary methods of instruction. Guest speakers from various tourism companies and organizations will also be invited as appropriate to share their experience and expertise with the students. Field trips will be arranged as appropriate.

11. LABORATORY METHODOLOGIES: None.

12. COURSE REQUIREMENTS: Students are expected to exhibit a genuine interest in the tourism industry. Since tourism is Guam's most important industry, most students have already acquired some familiarity with it. Prerequisite is MG351.

13. GRADING SYSTEM/EVALUATION METHODOLOGIES: The mid-term and final tests will count 40% each. Papers and attendance will count 20%.

14. CURRENT BIBLIOGRAPHY:

Blank, U. (1989). The Community Tourism Industry Imperative. State College, Pennsylvania: Venture Publishing.

Bull, A. (1991). The Economics of Travel and Tourism. New York: John Wiley & Sons.

Coltman, M. (1989). Travel & Tourism - An International Approach. New York: Van Nostrand Reinhold.

Cooke, A. (1994). The Economics of Leisure and Sport. New York: Routledge.

Burkart, A., & Medlik, S. (1981). Tourism. London: Heinemann.

Foster, D. (1992). VIP: An Introduction to Hospitality. Singapore: McGraw-Hill Book Co.

Fridgen, J. (1991). Dimensions of Tourism. East Lansing, Michigan: AHMA-EI.

Hudman, L. & Hawkins, D. (1989). Tourism in Contemporary Society. Englewood Cliffs, New Jersey: Prentice-Hall.

Khan, M., Olsen, M., & Var, T. (1993). VNR's Encyclopedia of Hospitality and Tourism. New York: Van Nostrand Reinhold.

Lavery, P., & Van Doren, C. (1990). Travel and Tourism - A North

UNIVERSITY OF GUAM
REQUEST FOR NEW COURSES OR COURSE REVISION

1. TITLE: International Tourism

2. CATALOG NUMBER: MG489 (New courses may not duplicate active or inactive course numbers.)

REQUEST TYPE: (X) ADDITION TO CURRICULUM
() SPECIAL NEEDS (Workshop, seminar, etc.)
() SUBSTANTIVE REVISION OF EXISTING COURSE # _____

LEVEL OF INSTRUCTION: (X) UNDERGRADUATE () GRADUATE () BOTH

CREDIT HOURS: 3

IS THIS COURSE CROSS-LISTED WITH ANOTHER DEPARTMENT? No

IF SO, WHAT IS/ARE THE CROSS LISTED CATALOG NUMBER(S)? _____

WHAT SESSION(S) WILL THE COURSE BE OFFERED? (X) FALL () SPRING
() SUMMER () ALL

WHAT WILL BE THE YEARLY CYCLE FOR THIS COURSE?
() ALL YEARS (X) EVEN YEARS () ODD YEARS () 1 TERM ONLY

FIRST TERM AND YEAR CYCLE FOR THIS COURSE? Fall '96
LENGTH OF INSTRUCTION (WEEKS): 16 (One semester)

EFFECTIVE DATE FOR THE PUBLISHED CATALOG/BULLETIN: Fall '96

1. INSTRUCTION/ADVISOR CONSENT REQUIRED? () YES (X) NO

2. PREREQUISITE CATALOG #	PREREQUISITE COURSE TITLE
<u>MG351</u>	<u>Management of Organizations</u>
_____	_____
_____	_____
_____	_____
_____	_____

3. OTHER: _____

CATALOG DESCRIPTION: This course examines the dynamics of international tourism from various management perspectives. Special emphasis is placed on the market characteristics and distribution channels of inbound-outbound tourism affecting the Pacific Rim. Prerequisite is MG351.

UNIVERSITY OF GUAM
COURSE OUTLINE

Course Number: MG489 College (or sponsoring Unit): CBPA

Course Title: International Tourism Credit Hours: 3

Date of Final Approval: _____ Semester Offered: Fall

Course counts as: _____ general education requirement
X part of Management/Marketing/Tourism major
X part of Visitor Industry Management minor
X elective (Management)

1. CATALOG DESCRIPTION:

This course examines the dynamics of international tourism from various management perspectives. Special emphasis is placed on the market characteristics and distribution channels of inbound-outbound tourism affecting the Pacific Rim. Prerequisite is MG351.

2. COURSE CONTENT:

This course examines international tourism as one of the main contributors to the world economy. Various management practices are discussed as they apply to this recent phenomenon. A close look is taken at the interaction of inbound and outbound tourism within the Pacific Rim and their roles in the national and regional economies. Organizations which play leading roles in tourism policy and development are also discussed.

3. RATIONALE FOR THE COURSE:

The economies of Guam and the island nations of Micronesia are almost entirely based on international tourism. Tourism is also a major force in many other countries around the world. The importance of tourism is predicted to grow as we enter the 21st century. Understanding international tourism as a major component of international business and trade is essential to regional economic well-being and competitiveness.

4. SKILLS AND BACKGROUND REQUIRED OR EXPECTED:

Students are expected to exhibit a genuine interest in the tourism industry. Since tourism is Guam's leading industry, most students have acquired some familiarity with it. Prerequisite is MG351.

UNIVERSITY OF GUAM
COLLEGE OF BUSINESS & PUBLIC ADMINISTRATION
MANAGEMENT, MARKETING, AND TOURISM DEPARTMENT
VISITOR INDUSTRY MANAGEMENT

Course Syllabus*

1. Course: MG489

2. Course Title: International Tourism

3. CATALOG DESCRIPTION: This course examines the dynamics of international tourism from various management perspectives. Special emphasis is placed on the market characteristics and distribution channels of inbound-outbound tourism affecting the Pacific Rim. Prerequisite is MG351.

4. COURSE OBJECTIVES: Upon completion of this course, students are expected to be able to:

- A. trace the development of international tourism.
- B. discuss major outbound markets in Northeast Asia.
- C. discuss major inbound destinations in the Pacific Rim.
- D. describe market segments and characteristics.
- E. explain tourist flows and trends.
- F. describe how the international tourism system functions.
- G. explain trends in international tourism management.
- I. name major companies in the different tourism sectors.
- J. explain main issues in international tourism agreements.
- K. plan annual calendar of international tourism promotions.
- L. name and describe purpose of major international tourism organizations.
- M. locate relevant articles in international tourism journals.

5. COURSE CONTENT: This course examines international tourism as one of the main contributors to the world and regional economies. Various management practices are discussed as they apply to this

Week #15: International tourism organizations.

Week #16: Review and Final Test.

10. TEACHING METHODOLOGIES: Lectures, class discussions, and videos will be the primary methods of instruction. Guest speakers from various tourism companies and organizations will also be invited as appropriate to share their experience and expertise with the students. Field trips will be arranged as appropriate.

11. LABORATORY METHODOLOGIES: None.

12. COURSE REQUIREMENTS: Students are expected to exhibit a genuine interest in the tourism industry. Since tourism is Guam's most important industry, most students have already acquired some familiarity with it. Prerequisite is MG351.

13. GRADING SYSTEM/EVALUATION METHODOLOGIES: The mid-term and final tests will count 40% each. Papers and attendance will count 20%.

14. CURRENT BIBLIOGRAPHY:

Blank, U. (1989). The Community Tourism Industry Imperative. State College, Pennsylvania: Venture Publishing.

Coltman, M. (1989). Travel & Tourism - An International Approach. New York: Van Nostrand Reinhold.

Burkart, A., & Medlik, S. (1981). Tourism. London: Heinemann.

Foster, D. (1992). VIP: An Introduction to Hospitality. Singapore: McGraw-Hill Book Co.

Fridgen, J. (1991). Dimensions of Tourism. East Lansing, Michigan: AHMA-EI.

Hudman, L. & Hawkins, D. (1989). Tourism in Contemporary Society. Englewood Cliffs, New Jersey: Prentice-Hall.

Khan, M., Olsen, M., & Var, T. (1993). VNR's Encyclopedia of Hospitality and Tourism. New York: Van Nostrand Reinhold.

Lavery, P., & Van Doren, C. (1990). Travel and Tourism - A North American Perspective. London: Elms Publications.

Lundberg, D.E., & Lunberg, C.B. (1993). International Travel and Tourism. New York: John Wiley & Sons.

McIntosh, R., & Goeldner, C. (1986). Tourism - Principles.



UNIVERSITY OF GUAM
UNIBETSEDÁT GUAHAN

COLLEGE OF BUSINESS AND PUBLIC ADMINISTRATION

UOG Station, Mangilao, Guam 96923
Telephone: (671) 734-9540/9225 Fax: (671) 734-5362

March 1, 1996

Senator John P. Aguon
Chairperson, Committee on
Tourism and Transportation
23rd Guam Legislature
Agana, Guam 96910

Dear Senator Aguon:

Attached is a copy of the proposal for a BBA degree in International Tourism with a minor in Visitor Industry Management. This proposal has been approved by the faculty, Department of Management, Marketing and Tourism and by the College of Business and Public Administration faculty.

We are quite confident that the proposal as presented will be approved, pending necessary funding conditions, by all appropriate university authorities by the middle of April, 1996.

Should you require any additional information on this proposal, please contact me.

Sincerely yours,

A handwritten signature in cursive script that reads 'Daljit Singh'.

Daljit Singh, Ph.D.
Interim Dean and Professor
of Public Administration

Attachment

UNIVERSITY OF GUAM
COLLEGE OF BUSINESS AND PUBLIC ADMINISTRATION

BBA DEGREE IN INTERNATIONAL TOURISM

Action Plan

Activity	Person In charge	Presented	Approval Date
Request to the Department Faculty	Dr. Stan McGahey	12-6-1995	12-6-1995
Request to the CBPA Faculty	Dr. Stan McGahey Dr. William Bradberry	12-12-1996	2-13-1996
Request to UAAC	Dr. Stan McGahey	2-22-1996	Pending
Request to the Community Advisory Committee	Dean Daljit Singh	2-21-1996	Pending
UOG/GCC Articulation	Dean Daljit Singh Dr. William Bradberry	Pending	Pending
Request to the President UOG	University Academic Affairs Committee		
Request to the Board of Regents	President, UOG		

UNIVERSITY OF GUAM
COLLEGE OF BUSINESS AND PUBLIC
ADMINISTRATION

DEPARTMENT OF MANAGEMENT,
MARKETING AND INTERNATIONAL
TOURISM

A PROPOSAL TO OFFER A
BBA DEGREE IN INTERNATIONAL
TOURISM

FEBRUARY, 1996

TOURIST ATTRACTION FUND

DEPARTMENT/AGENCY UNIVERSITY OF GUAM
DIVISION COLLEGE OF BUSINESS AND PUBLIC ADMINISTRATION
SUB-UNIT INTERNATIONAL TOURISM PROGRAM (BBA IN IT)
BUDGET YEAR 1996

ACCT/TITLE

	UNIT	#UNITS	TOTAL	
110 PERSONNEL SERVICES				
FACULTY				
111 REG. SAL (AUTH FTE)				
NEW. SAL (AUTH FTE)	\$50,765	3	\$152,295	
SECRETARY				
REG. SAL (AUTH FTE)				
NEW. SAL (AUTH FTE)	\$31,064	1	\$31,064	
TOTAL SALARIES			\$183,359	
113 BENEFITS				
	\$38,505		\$38,505	
TOTAL BENEFITS			\$38,505	
TOTAL SALARIES AND BENEFITS			\$221,864	\$221,864
220 TRAVEL AND BENEFITS				
INCLUDES FACULTY DEVELOPMENT AND CONFERENCES				
OFF-ISLAND AIR/GRND	\$1,000	3	\$3,000	
OFF-ISLAND PER DIEM	\$1,500	3	\$4,500	
TOTAL TRAVEL AND BENEFITS			\$7,500	\$7,500
230 CONTRACTUAL SERVICES				
VISITING LECTURERS	\$5,000	2	\$10,000	
PRACTICING PROFESSIONALS				
PER DAY	\$500	10	\$5,000	
INTERNET SERVICES (IFTECH)	\$60	12	\$720	
WWW PAGE FOR PROMOTION				
GUAM'S TOURISM PRODUCT/ETC.	\$200	12	\$2,400	
COMPUTER REPAIR SERVICES	\$500		\$500	
LOCAL RESTAURANT FOR				
FOOD AND BEVERAGE TRAINING				
12 MONTHS	\$1,000	12	\$12,000	
TOTAL CONTRACTUAL SERVICES			\$30,620	\$30,620
240 SUPP/MATLS.				
COMPUTER PAPER	\$100	2	\$200	

MISC OFFICE SUPPLIES	\$2,000	1	\$2,000
REFERENCE BOOKS	\$200	10	\$2,000
BIBLIOGRAPHICAL SERVICES	\$75	10	\$750
PERIODICALS	\$150	15	\$2,250
RECORDS/TAPES/CDROMS	\$10,000		\$10,000
SOFTWARE FOR FACULTY/STAFF	\$2,000	1	\$2,000
BUSINESS CARDS	\$40	3	\$120
TRANSPARIENCIES 500 PER FAC	\$125	3	\$375

TOTAL SUPP/MATLS \$19,695 \$19,695

250 EQUIPMENT

COMPUTERS FOR OFFICE	\$3,000	4	\$12,000
PORTABLE COMPUTER FOR CLASS	\$3,445	2	\$6,890
REMOTE POINTE R FOR PORTABLE	\$200	2	\$400
SCANNER	\$800	1	\$800
TELEPHONE MEREDITH	\$180	4	\$720
FAX MACHINE BROTHER	\$1,000	1	\$1,000
COPY MACHINE	\$8,000	1	\$8,000
POLAVIEW LCD PROJECTOR	\$5,995	1	\$5,995
OVERHEAD PROJECTORS	\$450	3	\$1,350
TABLE FOR OVERHEAD PROJ	\$194	3	\$582
TV VCR WITH STAND	\$1,148	2	\$2,296
CAMCORDER	\$1,050	1	\$1,050
LASER POINTERS FOR PRESENT	\$150	3	\$450
VIDEO DISC PLAYER	\$800	1	\$800
SLIDE PROJECTOR CARAMATE	\$1,135	1	\$1,135
OVERHEAD SCREEN/TRIPOD	\$161	3	\$483
FLEX CAM PROJ FOR BOOKS	\$895	1	\$895
SLIDE SCANNER	\$2,000	1	\$2,000

TOTAL EQUIPMENT \$46,846 \$46,846

290 MISC

MEMBERSHIPS TOURISM ASSN (INCLUDE PATA, CHRIE, WTO, TTRA)	\$2,500		\$2,500
FUNDS FOR TOURISM LIBRARY SUPPORT	\$7,500		\$7,500

TOTAL MISC. \$10,000 \$10,000

360 UTILITIES

364 TOLL CALLS/FAX	\$1,000		\$1,000
TOTAL UTILITIES			\$1,000 \$1,000

TOTAL BUDGET 1996 \$337,525

TOURIST ATTRACTION FUND

DEPARTMENT/AGENCY UNIVERSITY OF GUAM
DIVISION COLLEGE OF BUSINESS AND PUBLIC ADMINISTRATION
SUB-UNIT INTERNATIONAL TOURISM PROGRAM (BBA IN IT)
BUDGET YEAR 1997

	UNIT	#UNITS	TOTAL	
110 PERSONNEL SERVICES				
FACULTY				
111 REG. SAL (AUTH FTE)	\$50,765	3	\$152,295	
NEW. SAL (AUTH FTE)	\$50,765	1	\$50,765	
SECRETARY				
REG. SAL (AUTH FTE)	\$31,064	1	\$31,064	
NEW. SAL (AUTH FTE)				
TOTAL SALARIES			\$234,124	
113 BENEFITS				
	\$49,574		\$49,574	
TOTAL BENEFITS			\$49,574	
TOTAL SALARIES AND BENEFITS			\$283,698	\$283,698
220 TRAVEL AND BENEFITS				
INCLUDES FACULTY DEVELOPMENT AND CONFERENCES				
OFF-ISLAND AIR/GRND	\$1,000	4	\$4,000	
OFF-ISLAND PER DIEM	\$1,500	4	\$6,000	
TOTAL TRAVEL AND BENEFITS			\$10,000	\$10,000
230 CONTRACTUAL SERVICES				
VISITING LECTURERS	\$5,000	2	\$10,000	
PRACTICING PROFESSIONALS				
PER DAY	\$500	10	\$5,000	
INTERNET SERVICES (IFTECH)	\$80	12	\$720	
WWW PAGE FOR PROMOTION				
GUAM'S TOURISM PRODUCT/ETC.	\$200	12	\$2,400	
COMPUTER REPAIR SERVICES	\$500		\$500	
LOCAL RESTAURANT FOR				
FOOD AND BEVERAGE TRAINING				
12 MONTHS	\$1,000	12	\$12,000	
TOTAL CONTRACTUAL SERVICES			\$30,620	\$30,620
240 SUPP/MATLS.				
COMPUTER PAPER	\$100	4	\$400	
MISC OFFICE SUPPLIES	\$2,500	1	\$2,500	

REFERENCE BOOKS	\$200	10	\$2,000
BIBLIOGRAPHICAL SERVICES	\$75	10	\$750
PERIODICALS	\$150	15	\$2,250
RECORDS/TAPES/CDROMS	\$10,000		\$10,000
SOFTWARE FOR FACULTY/STAFF	\$2,000	1	\$2,000
BUSINESS CARDS	\$40	4	\$160
TRANSPARIENCIES 500 PER FAC	\$125	4	\$500

TOTAL SUPP/MATLS \$20,560 \$20,560

250 EQUIPMENT

COMPUTERS FOR OFFICE	\$3,000	1	\$3,000
PORTABLE COMPUTER FOR CLASS	\$3,445	1	\$3,445
REMOTE POINTE R FOR PORTABLE	\$200	1	\$200
TELEPHONE MEREDITH	\$180	1	\$180
OVERHEAD PROJECTORS	\$450	1	\$450
TABLE FOR OVERHEAD PROJ	\$194	1	\$194
TV VCR WITH STAND	\$1,148	1	\$1,148
LASER POINTERS FOR PRESENT	\$150	1	\$150
OVERHEAD SCREEN/TRIPOD	\$161	1	\$161

TOTAL EQUIPMENT \$8,928 \$8,928

290 MISC

MEMBERSHIPS TOURISM ASSN (INCLUDE PATA, CHRIE, WTO, TTRA)	\$3,000		\$3,000
FUNDS FOR TOURISM LIBRARY SUPPORT	\$7,500		\$7,500

TOTAL MISC. \$10,500 \$10,500

360 UTILITIES

364 TOLL CALLS/FAX	\$1,250		\$1,250
TOTAL UTILITIES			\$1,250 \$1,250

TOTAL BUDGET 1997 \$365,556

TOURIST ATTRACTION FUND

DEPARTMENT/AGENCY UNIVERSITY OF GUAM
DIVISION COLLEGE OF BUSINESS AND PUBLIC ADMINISTRATION
SUB-UNIT INTERNATIONAL TOURISM PROGRAM (BBA IN IT)
BUDGET YEAR 1998

ACCT/TITLE	UNIT	#UNITS	TOTAL	
110 PERSONNEL SERVICES				
FACULTY				
111 REG. SAL (AUTH FTE)	\$50,765	4	\$203,060	
NEW. SAL (AUTH FTE)	\$50,765	1	\$50,765	
SECRETARY				
REG. SAL (AUTH FTE)	\$31,064	1	\$31,064	
NEW. SAL (AUTH FTE)				
TOTAL SALARIES			\$284,889	
113 BENEFITS				
	\$60,642		\$60,642	
TOTAL BENEFITS			\$60,642	
TOTAL SALARIES AND BENEFITS			\$345,531	\$345,531
220 TRAVEL AND BENEFITS				
INCLUDES FACULTY DEVELOPMENT AND CONFERENCES				
OFF-ISLAND AIR/GRND	\$1,000	5	\$5,000	
OFF-ISLAND PER DIEM	\$1,500	5	\$7,500	
TOTAL TRAVEL AND BENEFITS			\$12,500	\$12,500
230 CONTRACTUAL SERVICES				
VISITING LECTURERS	\$5,000	2	\$10,000	
PRACTICING PROFESSIONALS				
PER DAY	\$500	10	\$5,000	
INTERNET SERVICES (IFTECH)	\$60	12	\$720	
WWW PAGE FOR PROMOTION				
GUAM'S TOURISM PRODUCT/ETC.	\$200	12	\$2,400	
COMPUTER REPAIR SERVICES	\$500		\$500	
LOCAL RESTAURANT FOR				
FOOD AND BEVERAGE TRAINING				
12 MONTHS	\$1,000	12	\$12,000	
TOTAL CONTRACTUAL SERVICES			\$30,620	\$30,620
240 SUPP/MATLS.				
COMPUTER PAPER	\$100	5	\$500	

MISC OFFICE SUPPLIES	\$3,000	1	\$3,000	
REFERENCE BOOKS	\$200	10	\$2,000	
BIBLIOGRAPHICAL SERVICES	\$75	10	\$750	
PERIODICALS	\$150	15	\$2,250	
RECORDS/TAPES/CDROMS	\$10,000		\$10,000	
SOFTWARE FOR FACULTY/STAFF	\$2,000	1	\$2,000	
BUSINESS CARDS	\$40	5	\$200	
TRANSPARIENCIES 500 PER FAC	\$125	5	\$625	
TOTAL SUPP/MATLS			\$21,325	\$21,325
250 EQUIPMENT				
COMPUTERS FOR OFFICE	\$3,000	1	\$3,000	
PORTABLE COMPUTER FOR CLASS	\$3,445	1	\$3,445	
REMOTE POINTE R FOR PORTABLE	\$200	1	\$200	
TELEPHONE MEREDITH	\$180	1	\$180	
OVERHEAD PROJECTORS	\$450	1	\$450	
TABLE FOR OVERHEAD PROJ	\$194	1	\$194	
TV VCR WITH STAND	\$1,148	1	\$1,148	
LASER POINTERS FOR PRESENT	\$150	1	\$150	
VIDEO DISC PLAYER	\$800	1	\$800	
OVERHEAD SCREEN/TRIPOD	\$161	1	\$161	
TOTAL EQUIPMENT			\$9,728	\$9,728
290 MISC				
MEMBERSHIPS TOURISM ASSN (INCLUDE PATA, CHRIE, WTO, TTRA)	\$3,500		\$3,500	
FUNDS FOR TOURISM LIBRARY SUPPORT	\$7,500		\$7,500	
TOTAL MISC.			\$11,000	\$11,000
360 UTILITIES				
364 TOLL CALLS/FAX	\$1,500		\$1,500	
TOTAL UTILITIES			\$1,500	\$1,500
TOTAL BUDGET 1998				\$432,204

TOURIST ATTRACTION FUND

DEPARTMENT/AGENCY UNIVERSITY OF GUAM
 DIVISION COLLEGE OF BUSINESS AND PUBLIC ADMINISTRATION
 SUB-UNIT INTERNATIONAL TOURISM PROGRAM (BBA IN IT)
 BUDGET YEAR 1999

ACCT/TITLE	UNIT	#UNITS	TOTAL	
110 PERSONNEL SERVICES				
FACULTY				
111 REG. SAL (AUTH FTE)	\$50,765	5	\$253,825	
NEW. SAL (AUTH FTE)				
SECRETARY				
REG. SAL (AUTH FTE)	\$31,064	1	\$31,064	
NEW. SAL (AUTH FTE)				
TOTAL SALARIES			\$284,889	
113 BENEFITS				
	\$60,642		\$60,642	
TOTAL BENEFITS			\$60,642	
TOTAL SALARIES AND BENEFITS			\$345,531	\$345,531
220 TRAVEL AND BENEFITS				
INCLUDES FACULTY DEVELOPMENT AND CONFERENCES				
OFF-ISLAND AIR/GRND	\$1,000	5	\$5,000	
OFF-ISLAND PER DIEM	\$1,500	5	\$7,500	
TOTAL TRAVEL AND BENEFITS			\$12,500	\$12,500
230 CONTRACTUAL SERVICES				
VISITING LECTURERS	\$5,000	2	\$10,000	
PRACTICING PROFESSIONALS				
PER DAY	\$500	10	\$5,000	
INTERNET SERVICES (IFTECH)	\$60	12	\$720	
WWW PAGE FOR PROMOTION				
GUAM'S TOURISM PRODUCT/ETC.	\$200	12	\$2,400	
COMPUTER REPAIR SERVICES	\$500		\$500	
LOCAL RESTAURANT FOR				
FOOD AND BEVERAGE TRAINING				
12 MONTHS	\$1,000	12	\$12,000	
TOTAL CONTRACTUAL SERVICES			\$30,620	\$30,620
240 SUPP/MATLS.				
COMPUTER PAPER	\$100	5	\$500	

MISC OFFICE SUPPLIES	\$3,000	1	\$3,000	
REFERENCE BOOKS	\$200	10	\$2,000	
BIBLIOGRAPHICAL SERVICES	\$75	10	\$750	
PERIODICALS	\$150	15	\$2,250	
RECORDS/TAPES/CDROMS	\$10,000		\$10,000	
SOFTWARE FOR FACULTY/STAFF	\$2,000	1	\$2,000	
BUSINESS CARDS	\$40	5	\$200	
TRANSPARENCIES 500 PER FAC	\$125	5	\$625	
TOTAL SUPP/MATLS			\$21,325	\$21,325
250 EQUIPMENT				
COMPUTERS FOR OFFICE	\$3,000	3	\$9,000	
PORTABLE COMPUTER FOR CLASS	\$3,445	2	\$6,890	
OVERHEAD PROJECTORS	\$450	2	\$900	
TABLE FOR OVERHEAD PROJ	\$194	1	\$194	
TV VCR WITH STAND	\$1,148	1	\$1,148	
VIDEO DISC PLAYER	\$800	1	\$800	
OVERHEAD SCREEN/TRIPOD	\$161	2	\$322	
TOTAL EQUIPMENT			\$19,254	\$19,254
290 MISC				
MEMBERSHIPS TOURISM ASSN (INCLUDE PATA, CHRIE, WTO, TTRA)	\$3,500		\$3,500	
FUNDS FOR TOURISM LIBRARY SUPPORT	\$7,500		\$7,500	
TOTAL MISC.			\$11,000	\$11,000
360 UTILITIES				
364 TOLL CALLS/FAX	\$1,500		\$1,500	
TOTAL UTILITIES			\$1,500	\$1,500
TOTAL BUDGET 1999				\$441,730

TOURIST ATTRACTION FUND

DEPARTMENT/AGENCY UNIVERSITY OF GUAM
 DIVISION COLLEGE OF BUSINESS AND PUBLIC ADMINISTRATION
 SUB-UNIT INTERNATIONAL TOURISM PROGRAM (BBA IN IT)
 BUDGET YEAR 2000
 ACCT/TITLE

	UNIT	#UNITS	TOTAL	
110 PERSONNEL SERVICES				
FACULTY				
111 REG. SAL (AUTH FTE)	\$50,765	5	\$253,825	
NEW. SAL (AUTH FTE)				
SECRETARY				
REG. SAL (AUTH FTE)	\$31,064	1	\$31,064	
NEW. SAL (AUTH FTE)				
TOTAL SALARIES			\$284,889	
113 BENEFITS				
	\$60,642		\$60,642	
TOTAL BENEFITS			\$60,642	
TOTAL SALARIES AND BENEFITS			\$345,531	\$345,531
220 TRAVEL AND BENEFITS				
INCLUDES FACULTY DEVELOPMENT AND CONFERENCES				
OFF-ISLAND AIR/GRND	\$1,000	5	\$5,000	
OFF-ISLAND PER DIEM	\$1,500	5	\$7,500	
TOTAL TRAVEL AND BENEFITS			\$12,500	\$12,500
230 CONTRACTUAL SERVICES				
VISITING LECTURERS	\$5,000	2	\$10,000	
PRACTICING PROFESSIONALS PER DAY	\$500	10	\$5,000	
INTERNET SERVICES (IFTECH)	\$60	12	\$720	
WWW PAGE FOR PROMOTION				
GUAM'S TOURISM PRODUCT/ETC.	\$200	12	\$2,400	
COMPUTER REPAIR SERVICES	\$755		\$755	
LOCAL RESTAURANT FOR FOOD AND BEVERAGE TRAINING 12 MONTHS	\$1,000	12	\$12,000	
TOTAL CONTRACTUAL SERVICES			\$30,875	\$30,875
240 SUPP/MATLS.				
COMPUTER PAPER	\$100	5	\$500	
MISC OFFICE SUPPLIES	\$3,000	1	\$3,000	

REFERENCE BOOKS	\$200	10	\$2,000	
BIBLIOGRAPHICAL SERVICES	\$75	10	\$750	
PERIODICALS	\$150	15	\$2,250	
RECORDS/TAPES/CDROMS	\$10,000		\$10,000	
SOFTWARE FOR FACULTY/STAFF	\$2,000	1	\$2,000	
BUSINESS CARDS	\$40	5	\$200	
TRANSPARIENCIES 500 PER FAC	\$125	5	\$625	
TOTAL SUPP/MATLS			\$21,325	\$21,325
250 EQUIPMENT				
COMPUTERS FOR OFFICE	\$3,000	3	\$9,000	
PORTABLE COMPUTER FOR CLASS	\$3,445	2	\$6,890	
OVERHEAD PROJECTORS	\$450	2	\$900	
TABLE FOR OVERHEAD PROJ	\$194	1	\$194	
TV VCR WITH STAND	\$1,148	1	\$1,148	
VIDEO DISC PLAYER	\$800	1	\$800	
OVERHEAD SCREEN/TRIPOD	\$161	2	\$322	
TOTAL EQUIPMENT			\$19,254	\$19,254
290 MISC				
MEMBERSHIPS TOURISM ASSN (INCLUDE PATA, CHRIE, WTO, TTRA)	\$3,500		\$3,500	
FUNDS FOR TOURISM LIBRARY SUPPORT	\$7,500		\$7,500	
TOTAL MISC.			\$11,000	\$11,000
360 UTILITIES				
364 TOLL CALLS/FAX	\$1,500		\$1,500	
TOTAL UTILITIES			\$1,500	\$1,500
TOTAL BUDGET 2000				\$441,985

TOURIST ATTRACTION FUND

DEPARTMENT/AGENCY UNIVERSITY OF GUAM
DIVISION COLLEGE OF BUSINESS AND PUBLIC ADMINISTRATION
SUB-UNIT INTERNATIONAL TOURISM PROGRAM (BBA IN IT)
SUMMARY OF BUDGET FOR BBA IN INTERNATIONAL TOURISM

YEAR	AMOUNT
1996	\$337,525
1997	\$365,556
1998	\$432,204
1999	\$441,730
2000	\$441,985
TOTAL 5 YEARS	\$2,019,000

To: Dr. Daljit Singh
Dean, College of Business and Public Administration
University of Guam

From: Dr. Stan McGahey
Assistant Professor, Tourism
Department of Management, Marketing, and Tourism
College of Business and Public Administration
University of Guam

Date: March 11, 1996

Subject: 5-Year Budget for International Tourism Major at UOG

=====
1. The following budget is for the implementation and operation of a major in International Tourism at UOG. The five years (1996-97 through 2000-2001) ends in the year 2001.

2. The timing of the budget parallels with implementation and operation of the Vision 2001 and its subset, Tourism 2001. Although not specifically requested by or tied to those economic plans, the major in International Tourism provides vital support for their human resource needs at the managerial level.

3. Development of the budget was a collaborative effort of Dr. William J. Bradberry, the Department Chair responsible for Tourism, and myself, the professor primarily responsible for drafting the major in International Tourism.

4. The budget was prepared utilizing the GovGuam budgeting format. Its final form was created by Dr. Bradberry utilizing spreadsheet software. A justification of the budget items written by me is also included for your convenience.

Sincerely,


Stan McGahey

JUSTIFICATION FOR 5-YEAR BUDGET
FOR INTERNATIONAL TOURISM MAJOR
AT THE UNIVERSITY OF GUAM

I. INTRODUCTION

The following is a justification for funding from the Tourist Attraction Fund of the Guam Legislature for the budget of the major in International Tourism at the University of Guam for the 5-year period of 1996-97 through 2000-2001.

In the past 25 years Guam has built a world-class tourism industry. Except for the State of Hawaii, which draws the majority of its visitors from the U.S. mainland, Guam is the leading tourism center among all island destinations in the entire Pacific. This year Guam is expected to attract more than 1.5 million tourists. That figure is projected to easily surpass 2 million by the year 2001. The increase in tourism arrivals to Guam necessitates accelerated growth in all levels of the workforce. This is especially true for entry and mid level managers, which is the human resources mission of the University of Guam.

The University of Guam is the only U.S. university in the Western Pacific. It has the responsibility to prepare local people, including those from neighboring islands, for leadership positions in all facets of private and public life. International tourism is the lifeblood of the regional economy. As such, it offers enormous opportunities for local people to guide, manage, and own their most important industry. And, the time to empower them to seize these opportunities through a university education is already past due.

Educating the people of Guam and Micronesia to assume leadership positions in the international tourism industry requires a staff a dedicated faculty, facilities equipped with modern technology, the capability to communicate and interact with other international tourism education centers, and tourism resource materials for faculty and students use.

Guam's success as an international tourism destination is significantly enhanced by empowering its local people to assume vital roles within the upper echelons of the tourism industry. Strong support for a major in International Tourism will not only enable the university to produce future generations of leaders, it will also provide research and service capabilities to help solve problems and guide policy.

For Guam to assume leadership of its most important industry, it must have a strong educational, research, and service base in International Tourism at the University of Guam. We have the industry to support it; we have the students to do it; but we must have the resolve to accomplish it.

II. OUTPUT

A well-staffed, well-funded major in International Tourism could expect to attract a total of 150 majors and produce a total of 50 graduates per year within the next five years.

III. FACULTY AND STAFF

The status of a university program is measured by its faculty, as well as by its graduates. UOG policy requires that full-time faculty must possess a terminal degree. In the field of Tourism, a terminal degree is a doctorate, normally a Ph.D. These faculty have been educated to teach, conduct research, and perform service for both the university and public, including the tourism industry. Tourism professors will do these on behalf of Guam's tourism industry.

The major in International Tourism is expected to be implemented at the beginning of the Fall Semester in August, 1996. At present, there is one full-time faculty with a Ph.D. in Tourism. He currently handles the minor in Visitor Industry Management which will be absorbed into the new program that includes the major in International Tourism. By the beginning of the Fall 1996 semester, two more faculty are needed, one of whom would be an expert in hotel management. This would bring total faculty strength up to three professors.

As the program grows, each professor would be expected to teach two classroom courses (preparations) per semester, teach (recruit, place, and supervise) one section of interns totaling 7-10 students, perform tourism research, participate in local tourism organizations, and provide additional service to the university and the community. In addition, the research of each professor would attract scholarly attention to Guam as an international tourism destination. This would contribute to problem solving, joint decision making, and market intelligence.

At the end of five years (academic year 2000-2001), the faculty should have expanded to five professors. A projected student output is that each professor would be advising 30 tourism majors (plus minors), and handle 15-20 interns per year in all sectors of the tourism industry. Per each faculty member, there would be 10 graduates majoring in International Tourism each year, plus minors and the interns, some of whom might be attracted to tourism from other disciplines, such as Communications or East Asian Studies.

To assist in administering the International Tourism major, the minor, the internships, research, and service, a secretary would be required. This staff member would be a key to the success of such a vibrant and active program that links the university, the tourism industry, and the local community.

III. MODERN TECHNOLOGY - ORGANIZATIONS - RESOURCE MATERIALS

Effective teaching in the today's classroom requires the use of modern technology. For a program with the course content and research implications of International Tourism, it is absolutely essential. Computers, audio-visual equipment, and equipment that enables faculty and professors to communicate and interact locally, regionally, and internationally are a must. This capability also enables professors to produce a substantial amount of their own teaching materials in order to adapt existing materials to the relevancy of Guam and the Pacific Rim. This is especially important when operating in an isolated environment.

International tourism is an extremely dynamic industry and academic discipline. Maintaining academic contact with the industry and being part of the body of people who initiate change and take advantage of it require membership in international tourism organizations that cover various sectors of the industry. Output from these memberships also provide classroom materials that keep the professors on the cutting edge of the learning curve and help create career commitment and enthusiasm for the industry among the students.

Resources materials specific to international tourism changes as rapidly as the industry itself. Books, proceedings, journals, periodicals, trade magazines, and conference and instructional videos, all add to the learning and research environment and help to create an aura of excitement for the subject within the classroom.

IV. CONCLUSION

The major in International Tourism has the potential to bring many benefits to the people of Guam, in particular to UOG students and the tourism industry. The successful implementation and subsequent operation of the major depends on the recruitment of highly skilled and committed faculty. Their interest in coming to UOG will be a direct result of the program and the resources put in place. The modern technology, the opportunity to maintain contacts and remain part of the international tourism industry and academic arena, and the assurance of the availability of up-to-date resources will enable UOG to offer an outstanding major in International Tourism.

Guam is a living laboratory of tourism. For our own economic future, we must be the best at what we do - which is international tourism. This includes human resources, and that definitely means managers and leaders that are homegrown and locally educated with the resources of the world at their fingertips. Our future tourism managers and leaders should not have to go off-island for their education, and they should not have to accept a second-class education if they stay on-island. Our university students and our island deserve nothing less.

UNIVERSITY OF GUAM
UNIBETSEDAT GUAHAN
COLLEGE OF BUSINESS AND PUBLIC ADMINISTRATION
MANAGEMENT, MARKETING, AND TOURISM DEPARTMENT

(1) PROGRAM

International Tourism major, Visitor Industry Management minor, elective courses for other CBPA majors.

(2) STATEMENT OF PROGRAM/PURPOSE:

The purpose of the International Tourism major (BBA program) is to produce supervisors and managers at entry to mid level positions within the various sectors of the tourism industry. An unofficial track is available for students interested in pursuing a hotel management career. Graduates are expected to assume positions of leadership within companies, organizations, and government agencies that are either directly or indirectly involved in the tourism industries of Guam, Micronesia, the Pacific Rim, and other locations. The understanding of International Tourism obtained from the program will also enable graduates to recognize and pursue entrepreneurial opportunities available in our fast growing tourism industry that consists primarily of small businesses.

(3) JUSTIFICATION OF PROGRAM CONTINUANCE/KEY IMPLICATIONS IF PROGRAM IS NOT FUNDED:

Tourism accounts for two-thirds of Guam's economy. It is the key industry that dictates our island's economic well-being. At least 20,000 people are either directly or indirectly employed by the visitor industry on Guam. Approximately one-eighth to one-tenth (2,000 - 2,500) of this workforce is at the supervisory or managerial level. There is a significant need for the people of Guam to become more involved in the leadership of our prime industry and to become more informed of the issues that impact the future of their physical, cultural, and economic environment.

Management of the international tourism industry and its four main sectors (transportation and travel, accommodations, food service, and attractions) is becoming increasingly sophisticated. Competitive advantage is gained by those destinations whose leaders have acquired specialized skills and knowledge of the

tourism industry in addition to a generalized business background. The International Tourism program accomplishes both of these objectives.

The cumulative workload of the International Tourism faculty is 12 courses per year or six per semester. This is achieved through the utilization of one full-time tourism professor, and either one other professor with tourism experience from within the department teaching one course per semester and one adjunct professor from the tourism industry teaching one course per semester, or the use of adjuncts teaching two courses per semester.

If the program is not funded, students obtaining a BBA on Guam would be prevented from receiving the academic preparation now considered necessary to achieve success at the optimal rate within the island's prime means of private sector employment. In addition, the public sector would be deprived of the potential expertise of managers who understand the implications of administration of policies and regulations that affect tourism planning and development.

If this program is not funded, it sends a message to the people of Guam that their concerns about advancement in the island's prime economic engine are not important enough to be addressed by their own land grant university. It also sends a similar message to the private sector which funds the university through the various taxes it pays and the wealth it creates for its employees.

The lack of an adequately trained workforce, including at the supervisory and managerial levels, is also a major deterrent to foreign investment. At this stage of Guam's tourism industry growth, as plainly expressed in Vision 2001, the need for foreign capital to expand the tourism industry and provide the economic benefits that Guam so direly needs, is directly dependent upon foreign investment.

(4) DESCRIPTION OF KEY PROGRAM FUNCTIONS/ACTIVITIES:

There are four components to the key program functions and activities of the International Tourism program. They are:

- 1) providing instruction in the 14 classroom courses included in the major;
- 2) providing professional internships for students who need to gain professional experience and make professional contacts;
- 3) building bridges between the university and the tourism industry; and
- 4) conduct research that contributes to instructional material and the understanding of tourism as a multi-disciplinary subject.

To: Faculty of CBPA

From: Dr. Stan McGahey
Assistant Professor, Visitor Industry Management
Department of Management, Marketing, & Tourism, CBPA
Tel: 735-2530; Fax: 734-4956

Date: January 25, 1996

Re: Presentation of Proposal for Major in International Tourism

=====
1. On December 6, 1995, I presented the proposal for a Major in International Tourism at the monthly meeting of the Department of Management & Marketing. It was passed unanimously. Dr. Sauget also motioned that we change the name of the department to include Tourism in order to raise its profile and indicate its importance within our department. This motion was also passed unanimously.

2. On December 12, 1995, I distributed the proposal for a Major in International Tourism at the monthly meeting of the CBPA Academic Affairs Committee.

3. Today, I am presenting the proposal for your approval. I ask for your support. The 27-credit hour major enables students to study tourism in general or specialize in hotel management. From my experience as a member of several tourism and business organizations and committees on Guam, a major in International Tourism will not only benefit our students, it will also provide significant benefits to CBPA and UOG.

4. Please notice that there is one addition to the original proposal. I have added one course in Rooms Division Management (MG388) for students specializing in hotel management. This was deemed necessary to allow students to study the activities of the main profit center of a hotel. The proposal has been amended to reflected this addition.

5. Attached to this proposal are the course outlines and syllabi of the six new courses required for the major. On the other side of this page is the two-year rotation (junior and senior year) of the courses. As you can see, there are five classroom courses scheduled for each semester; plus the internship. This compact schedule meets the students needs and conserves our resources.

6. Our goal is to get this new major in International Tourism approved this semester, so that it can begin in Fall '96 and be included in the 1996-97 UOG catalogue. We ask for your support.

Sincerely,


Stan McGahey
Ph.D. Tourism

INTERNATIONAL TOURISM SCHEDULE OF COURSES (BY YEAR & SEMESTER)
- MAJOR IN INTERNATIONAL TOURISM, 1-19-96 -

=====

FALL - EVEN

=====

MK385 T VISITOR INDUSTRY SURVEY.....

MG386 T TOURISM MANAGEMENT.....

MG486 T TOURISM POLICY, PLANNING, & DEVELOPMENT...

MG489 T INTERNATIONAL TOURISM.....

MG498 B INTERNSHIP (IT).....

MG387 H FOOD & BEVERAGE MANAGEMENT.....

=====

SPRING - ODD

=====

MK387 T MICRONESIA'S TOURISM PRODUCT.....

MK491 T SEMINAR IN MARKETING (T).....

MG488 T SOCIAL & ECONOMIC IMPACTS OF TOURISM.....

MG498 B INTERNSHIP (IT).....

MG385 H HOTEL MANAGEMENT.....

MG483 H HOTEL OPERATIONS.....

=====

FALL - ODD

=====

MK385 T VISITOR INDUSTRY SURVEY.....

MG386 T TOURISM MANAGEMENT.....

MG486 T TOURISM POLICY, PLANNING, & DEVELOPMENT...

MG489 T INTERNATIONAL TOURISM.....

MG498 B INTERNSHIP (IT).....

MG388 H ROOM'S DIVISION MANAGEMENT.....

=====

SPRING - EVEN

=====

MK386 T GUAM'S TOURISM PRODUCT.....

MG487 T ECOTOURISM & SUSTAINABLE DEVELOPMENT.....

MG488 T SOCIAL & ECONOMIC IMPACTS OF TOURISM.....

MG498 B INTERNSHIP (IT).....

MG385 H HOTEL MANAGEMENT.....

MK491 H SEMINAR IN MARKETING (H).....

=====

T: MG386, MG486, MG487, MG488, MG489, MK385, MK386, MK387, MK491(T)

H: MG385, MG387, MG388, MG483, MK491(H)

B: MG498

To: Faculty of CBPA

From: Dr. Stan McGahey
Assistant Professor, Visitor Industry Management
Management and Marketing Department, CBPA
Tel: 735-2530; Fax: 734-4956

Date: December 12, 1995

Subject: Proposal for Major in International Tourism

=====
1. According to the recently-released Vision 2001, international tourism will be utilized increasingly as the foundation of Guam's economy well into the 21st century. Consequently, our quality of life depends on its success, and a majority of the new business opportunities available to future UOG graduates will be either directly or indirectly linked to international tourism. This is also true of our students from the various island states of Micronesia.

2. More than 200 colleges and universities in the USA offer a tourism or hospitality degree program. Many are majors within a degree such as our BBA. Others are separate degree programs. They fall within various colleges and departments, and they assume a variety of names. The Major in International Tourism program that I am proposing would be part of the BBA degree under CBPA.

3. The major would consist of 27 hours (9 courses) in addition to the 42 hours of BBA foundation courses. This would enable students to gain the fundamental knowledge and skills necessary to achieve success in the business world. By majoring in International Tourism, students would also be gaining specialized knowledge and expertise in Guam's (and the world's) leading economic activity.

4. The nine courses for the major would consist of eight classroom courses and one 3-credit hour internship of 150 contact hours. The eight classroom courses would consist of five required courses: Hotel Management; Tourism Management; Tourism Policy, Planning, & Development; Economic & Social Impacts of Tourism; and International Tourism. The other three course would be selected from among the other International Tourism courses.

5. Through their selection of the other three International Tourism courses, students can broaden their understanding of tourism in general or they can develop a hotel-oriented career path by taking courses such as Hotel Operations, Food & Beverage Management, and Seminar in Marketing (Hotels).

6. The proposal for a Major in International Tourism utilizes mainly existing resources. Required courses for the major would be offered once per year, while most of the electives would be offered once every other year. The major would include five new courses in

addition to the eight existing ones. They are Tourism Policy, Planning & Development; Economic & Social Impacts of Tourism; International Tourism; Hotel Operations; and Food & Beverage Management. None require special facilities or equipment.

7. Since the courses would rotate through a two-year, upper division cycle with some courses being offered once per year and others once every other year, my teaching load would enable me to cover all but about two courses per semester. CBPA faculty could teach some of these additional courses. Bob Gale, for instance, has taught tourism courses at both UOG and GCC and has extensive experience in the tourism industry. He is due to return to the Department of Management and Marketing faculty for Spring semester 1996 after going off-island on a fellowship to study for a doctorate in International Business. Although I have never met Bob, I would assume he would be interested in teaching some of the International Tourism courses. There are also many highly-qualified adjunct professors available on Guam. They include John Heather, Linda Sablan Flynn, and Jeff Ronan.

8. For CBPA (and for UOG), the establishment of a Major in International Tourism demonstrates that we are actively addressing the human resource needs of our most vibrant industry and that we are informing the next generation of UOG graduates (the real stakeholders) on issues that will impact their lives in many ways, including entrepreneurial and small business opportunities.

9. The attached proposal for a Major in International Tourism follows the format used by Dr. Guthertz and Dr. Craig when they created the Minor and Specialty in Health Services Administration and the format used by Dr. Bradberry when he created the Major in International Business. It also incorporates the amendments to the "Procedure for Proposals to Establish New Programs" dated February 15, 1995.

10. There is increasing support and pressure from both the local community and government for UOG to provide tourism and hospitality education at the baccalaureate level. It appears that UOG must either seize the initiative or be overcome by external forces. I am requesting your comments, criticisms, and suggestions on this proposal in an effort to vote on it early next semester. I would also be happy to meet on an individual basis to discuss any of your concerns. Please contact me at 735-2530.

Sincerely,



Stan AsGaney
Ph.D., Tourism

P.S. Additional documents, such as letters of supports and resumes of adjunct faculty, will be assembled during the semester break.

REQUEST FOR APPROVAL OF A NEW MAJOR/DEGREE PROGRAM

Date Submitted: December 6, 1995

1. Definition of the Proposed Program

- 1.1 Full and exact designation (degree, major, minor, certificate, etc.) for the proposed program.

Major in International Tourism
(Bachelor of Business Administration)

- 1.2 Name of the College submitting the request.

College of Business and Public Administration

- 1.3 Name of the Department, department's division, or other unit of the college which would offer the proposed program.

Department of Management and Marketing

- 1.4 Name, title, rank of the individual primarily responsible for drafting the proposed program.

Stan McGahey (Ph.D., Tourism), Assistant Professor,
Visitor Industry Management

- 1.5 Objectives of the proposed program.

The primary objectives of a major in International Tourism are:

- 1) to provide academic courses and practical internships as a major area of study for UOG students interested in Guam's and Micronesia's number one industry.
- 2) to create awareness of private sector opportunities among local students in order for them to develop as tourism industry managers and leaders.
- 3) to offer a compact but flexible program that enables students to acquire a broad base of business skills and special expertise in tourism and hotel management.
- 4) to fulfill UOG's implied obligation to produce specially-educated human resources for the local and regional tourism industry in an economical and prudent manner.

- 1.5a Specify the subject matter to be covered.

Tourism is a vast field that encompasses many disciplines and many functional areas. The needs of an International Tourism program at UOG require that subject matter be offered in three areas:

- 1) general tourism concepts that explain the

dynamics of the tourism industry and how it can be developed to the maximum benefit of the local people

2) specific knowledge and concepts that apply to the local are regional situation that are often quite different from conditions found in other parts of the world

3) the choice of taking electives that increase knowledge and awareness of overall tourism concepts or provide specialization for a career in the hotel industry.

- 1.5b Specify the intellectual skills and learning methods to be acquired.

Students will acquire the intellectual skills to deal with integrated systems that depend upon each other for overall success. They will learn to conduct business and manage staff in a multi-cultural, multi-national environment. They will learn to apply their basic business knowledge and skill acquired in their BBA foundation courses to a specific industry, international tourism.

- 1.5c Specify the affective and creative capabilities to be developed.

Students will learn to deal with constant change and competitive challenges. They will learn to adapt to new markets and to design and modify their products accordingly. They will learn how to cope in the international marketplace, and they will learn how to think globally on both the supply and demand side.

- 1.5d Specify, if relevant, the specific career-preparation practices to be mastered.

Tourism/hospitality is a demanding industry both professionally and personally. One of the main ways this program can prepare students for success is by helping them develop a career commitment by which they will approach their duties and responsibilities as a professional and not merely as an employee. Certain operational expertise will also be obtained, particularly from internship experiences.

- 1.6 List of all courses, by catalog number, title, and units of credit to be required for a major under the proposed degree program.

In addition to the 55 hours of General Education and the 42 hours of the B.B.A. Foundation Courses (6 of these hours overlap), a major in International Tourism would

consist of 27 hours of specialized courses and 6 hours of electives. Of the 27 hours, 18 hours are required and 9 others are selected from among the other tourism courses. The major would total 124 hours. All courses for the major are 3 credit hours.

At present, three of the six required courses for the major are approved and in the UOG catalog. They are:

- MG385 Hotel Management
- MG386 Tourism Management
- MG498 Internship

The other three required courses that would need approval are:

- MG486 Tourism Policy, Planning, and Development
- MG488 Economic & Social Impacts of Tourism
- MG489 International Tourism.

- 1.7 Clarification of number and types of electives, if any under the proposed program, including special options.

The three electives for the major would be selected from seven other courses. Five of those courses are approved and in the UOG catalog. They are:

- MK385 Visitor Industry Survey
- MK386 Guam's Tourism Product
- MK387 Micronesia's Tourism Product
- MK491 Seminar in Marketing
- MG487 Ecotourism & Sustainable Development

The two new courses that would need approval are:

- MG387 Food & Beverage Management
- MG483 Hotel Operations

There are no officially documented options within the major. However, through the selection of their elective courses students will have the option to concentrate on tourism in general or to specialize in the hotel sector of tourism.

For example, students interested in concentrating on tourism in general could, as part of the six required courses, perform an internship with an airline, tourist attraction, tour operator, etc., and then take MK385 Visitor Industry Survey, MK386 Guam's Tourism Product, and MG487 Ecotourism & Sustainable Development as the three electives.

On the other hand, students interested in specializing in the hotel sector could perform an internship in a hotel (or if already employed by a hotel, in a related tourism business), and then take MG387 Food & Beverage Management, MG483 Hotel Operations, and MK491 Seminar in Marketing. Because MK491 Seminar in Marketing is offered each

semester, its content could be designated specifically as (Tourism) and (Hotel) at least once every other year.

Because tourism is such a multi-disciplinary and multi-dimensional subject, students can also pursue individual interests by taking one or more of the Special Designation Courses as an elective upon approval of their advisor and the instructor. These include:

- 90 series, Special Project
- 92 series, Practicum
- 99 series, Independent Reading

- 1.8 Justification of number and types of electives, if any under the proposed program, including special options.

The seven electives allow students to take courses that have specific relevance to tourism on Guam and in the various island states of Micronesia and to either prepare specifically for a career in tourism in general or the hotel sector. They also support a minor in Visitor Industry Management.

Guam's vibrant tourism industry provides opportunities for managers and entrepreneurs in many areas and sectors. The expected growth in tourism throughout Micronesia will expand these opportunities. UOG students need to develop an overall understanding of the dynamics of the tourism industry, as well as develop expertise in topics of special local relevance.

The hotel, or accommodations sector, of the tourism industry requires a degree of specialization, as well as work experience. Hotel electives are necessary to prepare students interested in pursuing a career in that sector.

- 1.9 Prerequisites and criteria for admission of students to the proposed program, and for their continuation in the program.

There are no special requirements for admission or continuation in the program beyond the basic University and CBPA requirements. It is logical to assume that majors in International Tourism will have ample opportunity to become employed in Guam's visitor industry. It may be desirable at a later date to require students to have gained a certain number of hours of experience by their junior and senior years, but not at this time.

- 1.10 Evidence that degree program has a coherent design and is characterized by continuity, sequential progression, and a synthesis of learning.

Approximately 200 colleges and universities in the United States have some type of degree program in tourism and/or

hospitality. No two programs are alike. Each is designed to reflect local needs as well as encompass industry standards. This program brings together the elements of basic tourism management and marketing with our own unique local and regional characteristics. The 300 level courses provide the basis for more detailed study at the 400 level. Students can begin by gaining an overview of the tourism industry and basic concepts of both the tourism system and how hotels are managed. They are able to relate that to both Guam and Micronesia. Then they integrate that knowledge into more complex concepts in both tourism and hotels. The sequence falls within the accepted patterns of other programs.

- 1.11 Describe how educational effectiveness of program is to be measured.

In addition to the measure of the market that all Business Administration programs must undergo, this program will utilize constant feedback from Guam's visitor industry as measurement of its effect. This will be true of undergraduates who are part-time employees in the visitor industry, those performing internships, and recent graduates.

2. Context of the Proposed Program

- 2.1 Examples of colleges offering the proposed program.

There are some 200 colleges and universities in the United States who offer tourism and/or hospitality programs, and numerous others in Europe, Asia, Australia, and New Zealand. All are unique in one way or another due to their local characteristics. Such programs are housed in many different colleges and departments ranging from Business and Recreation to Home Economics, Forestry, and the Social Sciences. Many are majors within a degree, while some are separate degree programs, and some are even separate colleges. One of the most prestigious tourism programs is the Travel Industry Management program at the University of Hawaii. The most prestigious hotel administration program is at Cornell University. Many programs encompass concentrations in both tourism and hotel administration. The University of Hawaii is an example, as is Virginia Polytechnic Institute and State University and Niagara University. There are many others. UOG must begin on a much smaller scale but offer its students similar learning experiences.

A major in International Tourism at UOG would be the only such program on Guam or within the Western Pacific. The Guam Community College offers Associate of Science degrees in Tour Operations Management, Travel Agency Management, and Hotel Operations Management, but these programs

consist of lower division courses and lack the B.B.A. foundation courses. The Northern Marianas College offers a Visitor Industry Program similar to GCC's. Other community colleges in Micronesia are also in various stages of initiating vocational-oriented hospitality programs. The nearest U.S. institutions to Guam providing a tourism program that is part of a baccalaureate degree are the University of Hawaii, Hawaii Pacific University, and Brigham Young University Hawaii.

2.2 Endorsements from university or community elements.

Endorsements and/or letters of support can be obtained from virtually every major tourism company on Guam and in Micronesia. They can also be obtained from the Guam Chamber of Commerce, the Department of Commerce, the Guam Visitors Bureau, the Guam Hotel and Restaurant Association, the PATA Micronesia Chapter, On Guam there is important governmental support for maximum tourism education from both the executive and legislative branches. Governor Gutierrez stressed the need for tourism education in his election platform, "The Way Forward", and he has convened a task force to develop programs for the hotel industry. Senator Aguon, the Chairman of the Legislature's Committee on Transportation & Tourism has also vocally supported tourism education, and the Chairman of the Legislature's Rules Committee, Senator Orsini, has also expressed support for hospitality education.

2.3 Differences of the proposed program, if any, from similar programs in other institutions.

There are two main differences. Because each tourism program incorporates its local attributes and needs into its design and delivery, UOG's program would be unlike any other, and vice-versa. Also, due to Guam's location and isolation, virtually all of our tourism is international. We would be one of the few programs in the United States to offer a major in International Tourism.

2.4 Relation of the proposed program to the total educational program of the respective college.

The need for International Tourism is expressed in the CBPA master plan. Such a program would both enhance and borrow from the other CBPA programs.

2.5 Relation of the proposed program to the planned curricular development of the respective instructional area (department, department's division).

The need to develop tourism as a departmental thrust has been discussed prominently in recent meetings and as part

of the academic master plan. Tourism is 70% of Guam's economy and is the prime element of the Vision 2001 program. The department already supports tourism with its minor in Visitor Industry Management.

- 2.6 List of other programs currently offered which are closely related to the proposed program.

The minor in Visitor Industry Management is almost identical except on a smaller scale. Many of the management, marketing, and international business courses contain elements of tourism.

- 2.7 Explanation of how the needs to be met by the proposed program have previously been met.

As a discipline, they have not been met except at the minor level. Some of the functional needs were met in management, marketing, and international business courses. Students interested in pursuing a major or a degree in tourism were forced to study in Hawaii or on the U.S. mainland.

- 2.8 Applicability of course work taken under the proposed program to other programs currently offered.

The various majors within the college and their individual courses provide general business skills which can be applied to the visitor industry. Many of the courses utilize case studies, projects, and term papers related to the visitor industry. The proposed major in International Tourism would provide students with industry-specific courses, internships, and career paths.

Individual courses from the International Tourism major will also be available as electives to other business and public administration majors. This will increase their knowledge of Guam's main industry. These courses will also increase the number of electives for Visitor Industry Management minors. Because tourism is inter-disciplinary, students from other colleges may be interested in taking certain courses that relate to their specific interests.

- 2.9 Assurance that courses and programs are planned both for optimal learning and accessible scheduling, and are offered in a manner that ensures students the opportunity to complete the entire program as announced.

The International Tourism courses are offered at the junior and senior level, so students will have already obtained a solid foundation of interdisciplinary course work through their general education requirements and the lower division business courses. Courses required for the major will be offered at least once each year, and the

electives at least once every other year. Internships are available each semester.

3. Need for the Proposed Program

3.1 Primary reason for requesting the proposed program.

Tourism is the engine that drives Guam's economy. The same is true in the CNMI and most of the rest of Micronesia. This multi-billion dollar industry should have local leadership, and it should be guided by an informed electorate and citizenry. In 1995 Guam will receive more than 1.3 million tourists. Micronesia as a whole will receive some 2 million tourists. All this is forecast to double within the next 5-10 years. The opportunities are enormous for those who are prepared. The major in International Tourism will produce students who have an excellent business foundation and a broad knowledge of tourism.

Students who are minoring in Visitor Industry Management or performing Internships as part of that program often express an interest in majoring in tourism, as do members of the Tourism Awareness Group, an official UOG student organization. Many students who graduate with a BBA will work either directly or indirectly in the visitor industry which accounts for 70% of Guam's economy. It seems logical to offer them the opportunity to major in International Tourism within a BBA.

There is support and pressure from the local tourism industry for UOG to increase its tourism education. The Guam Community College reports strong increases in the number of high school and junior college students who are interested in a career in the tourism industry. UOG is also under increasing community and political pressure for a major that prepares students to be successful in the island's number one economic activity.

3.2 Professional uses of the proposed program.

Students who major in International Tourism will be qualified to assume numerous managerial positions in the tourism industry. These range from entry- to mid-level managerial positions with the tourist attractions, airlines, hotels, tour companies, and various support industries and ancillary services. Although there are various types of certifications and other types of credentials for certain positions within the tourism industry, most non-technical and non-vocational positions do not have any specific requirements. A Bachelor of Business Administration with a major in International Tourism will not only prepare UOG graduates for managerial positions and entrepreneurial opportunities in the tourism

industry it will also attest to their educational expertise and career commitment.

3.3 Results of a survey of serious interest in enrolling under the proposed program.

No specific survey among students has been conducted by UOG, however, according to the Guam Community College Visitor Industry Unit, the interest in tourism as a career among both high school and community college students on Guam has increased dramatically over the past few years since GCC began offering tourism programs at those levels. Several hundred students are enrolled in the courses they offer at the high school and junior college level.

The UOG International Business and Tourism Institute has prepared a survey to be administered to the 26 hotel properties that are members of the Guam Hotel and Restaurant Association. The survey is designed to determine the annual need for entry-level hotel managers with a major or specialized degree in tourism or hotel management. In addition, most studies of tourism growth on Guam report an expected shortage of employees at all levels and within all sectors of the industry.

Studies have shown that the residents of Guam are concerned about the lack of local managers in the visitor industry. The Governor has declared his intention to establish a hotel school on Guam. The Legislature has long expressed its desire for UOG to develop a major in hospitality management and tourism. UOG students have founded their own student organization, the Tourism Awareness Group which is one of the most active on campus. Other students have also expressed their interest in a major in International Tourism, including inquiries from abroad.

3.4 Enrollment figures during the past two years in specified courses or programs related to the proposed program which indicate interest in the proposed program.

During the past three semesters when several tourism courses and internships were offered, more than 20 students have been enrolled. This is in spite of the fact that the courses were not part of any degree plan other than as upper division electives within CBPA, and the majority of the courses offered were not in the catalogue or even readily identified as being tourism-related (i.e. being listed as "Special Studies" in the pre-registration and registration class schedules). The College of Business & Public Administration enrolls several hundred FTE each semester, and its enrollment is on an upward trend.

- 3.5 Estimate of the number of students completing the proposed program in the second year and the fifth year after its approval.

It is estimated that ten or so students could complete or be near completion of the program within the first couple of years. This depends on how they can arrange their schedules to satisfy a new major within the BBA degree plan. At the end of five years, the program should be producing 50 or so graduates per year.

- 3.6 Total FTE lower division and in the upper division enrollments in the specified department, department's division, or other units of the college which would offer the proposed program, as of the current semester and as projected five years hence, further divided into lecture FTE and laboratory FTE where appropriate.

Total FTE, B.B.A. Degree Students: estimated 600
Projected FTE, B.B.A. Degree Students: 1,000
Visitor Industry Management courses average about 20 students per semester.

- 3.7 Advantages to the college offering the proposed program.

International Tourism includes elements of all the disciplines offered within the College of Business and Public Administration. Offering a major in International Tourism enables students to specialize in the region's most important industry while acquiring all the business skills and concepts in the BBA. By offering a major in International Tourism, CBPA is responding to specific needs within the business community. This encourages a stronger relationship and spirit of cooperation. It also adds a program with practical application to the students from the emerging islands of the Western Pacific whose economies are becoming increasingly dependent upon tourism.

Since eight of the courses are already approved, and a minor in Visitor Industry Management also already exists, creating a major requires the addition of only five more courses. And, since the non-required courses for the major would normally be taught only once every other year, these courses can be taught by existing CBPA faculty and a small number of adjuncts (from the tourism industry) for specialized courses. Therefore, additional requirements for a major would to a large extent be satisfied by utilizing existing CBPA faculty and resources. Offering a major in International Tourism in CBPA brings the college and its faculty closer to the main economic power in the region. This type of relationship can bring many advantages to the college and the university as a whole.

4. Resources for the proposed program

4.1 List of all present faculty members, with rank, highest degree earned, publications and professional experience.

Dr. Stan McGahey, Assistant Professor of Visitor Industry Management, Ph.D. in Tourism, four tourism books, several articles in tourism journals (including four articles in Economist Intelligence Unit publications) and conference proceedings, and a couple of hundred articles in tourism trade magazines, eight years of experience in domestic and international tour operations, tourism consulting, hotel public relations, and tourism journalism; 25 years total experience in the international tourism industry. Also serves as Co-Director of the UOG International Business & Tourism Institute.

The normal faculty load of the above individual can cover many of the courses required for a major in International Tourism. In addition, several other CBPA faculty have gained expertise in various functional and disciplinary areas of the tourism industry via teaching, consulting, and research in Guam and East Asia. Professional within the local visitor industry with a Master's degree in tourism and/or business are also available and willing to serve as adjunct faculty.

4.2 Number and types of additional faculty and other staff positions, if any needed to initiate the proposed program.

None, except for a small number of adjuncts, depending on which courses are scheduled each semester. Existing faculty are available to teach most courses. They include:

1) Dr. William J. Bradberry, Chair of Management & Marketing Department, is prepared to teach tourism marketing courses. He is Co-Director of the UOG International Business & Tourism Institute.

2) Mr. Bob Gale, who is scheduled to return to the Management & Marketing Department after attending a doctoral program in international business off-island should also be available for certain courses. Mr. Gale, hopefully, Dr. Gale upon his return, has extensive background in the tourism industry and has taught tourism courses both at UOG and GCC.

3) Dr. Tom Iverson, Chair of the Finance & Economics Department, is interested in helping to develop the course, entitled Economic & Social Impacts of Tourism during his upcoming sabbatical. He would also be interested in teaching it if the need arose. Dr. Iverson has served as a consultant for the Guam Visitors Bureau for the past several years for the purpose of analyzing and reporting the results of Japan Exit Surveys. He is also conducting research under a grant from the Pacific

Asia Travel Association.

Among the several potential adjunct professors available locally with Master's Degrees and experience in various aspects of International Tourism are:

1) Mr. John Heather, Master of International Management, was former Project Development Manager for DFS and Research Manager for GVB. He is now a tourism consultant and journalist.

2) Ms. Linda Sablan Flynn, Master of Professional Studies in Travel Industry Management, has extensive managerial experience in international hotels, tour operations, and tourism destination promotion. She is now Planner III at the Department of Commerce where she has worked on numerous tourism projects.

3) Mr. Jeff Ronan, Masters in Hotel Administration, is a former hospitality instructor at GCC and UOG CCE-OP. He is currently a restaurant proprietor and hospitality consultant and trainer.

- 4.3 Estimate of additional faculty and other staff positions needed specifically for the proposed program one, two, and five years after its approval.

None for one or two years. Five years from now it would depend on the number of students and the direction of the program. These faculty could be added on an as needed basis due to program growth and specialization.

This type of growth could also result from students transferring to UOG from the Guam Community College and other colleges within Micronesia who are interested in pursuing a higher degree in tourism and hospitality. According to GCC officials and local government and industry leaders, this will happen in the next few years if UOG is ready to accommodate them.

In addition, the UOG International Business & Tourism Institute will be requesting grants and private sector support for a professional chair of International Tourism. This would relieve the university and the college of this expense.

- 4.4 List of courses now offered, by catalog number, title, and units of credit, needed in the proposed program.

Existing courses:	Credit Hours
MG385 Hotel Management.....	3
MG386 Tourism Management.....	3
MG487 Ecotourism & Sustainable Development.....	3
MG498 (398) Internship.....	3
MK385 Visitor Industry Survey.....	3
MK386 Guam's Tourism Products.....	3

MK387 Micronesia's Tourism Products.....	3
MK491 Seminar in Marketing (Tourism Hotel).....	3

- 4.5 List additional courses not now offered, by catalog number, title, and units of credit, needed initially and during the first two years after approval of the program needed to make the program fully active.

MG387 Food & Beverage Management.....	3
MG483 Hotel Operations.....	3
MG486 Tourism Policy, Planning, & Development.....	3
MG488 Economic & Social Impacts of Tourism.....	3
MG489 International Tourism.....	3

The first two courses (MG387 and MG483) are designed for those students who are hotel-oriented. The last three (MG486, MG 488, and MG489) are required courses for majors. They provide the perspective that tourism managers and tourism industry leaders need to be successful here on Guam or elsewhere in the world.

- 4.6 College library resources, available in direct support of the proposed program, specifically by subject areas, volume count, periodical holdings, etc.

None. The RFK Memorial Library has no tourism or hospitality journals, and it has no tourism or hospitality textbooks on reserve. The only major source of these types of publications is the office collection of the Assistant Professor who currently teaches the UOG tourism courses and is primarily responsible for preparing this program request. Most of the publications are his private collection. Some were purchased by CBPA until funding ended in 1994. These are available to both students and fellow faculty. They are listed under the "Current Bibliography" section of each course syllabus.

- 4.7 Plans for developing college library resources in support of the proposed program during the first year of its operation.

A request will be made to the RFK Memorial Library to add the appropriate number of tourism journals and textbooks. The Management and Marketing Department will request funding in the annual budget for the same purpose. In addition, the UOG International Business & Tourism Institute will be requesting grants and private sector support for the library needs of International Tourism.

- 4.8 Other instructional materials, if any needed in support of the proposed program, itemized with cost estimates as projected for the first five years of operating the program.

Textbooks, Case Studies, Videos, and Computer Programs
cost estimate is as follows:

1st year: \$1,000

5th year: \$3,000

- 4.9 Special classrooms, laboratories, and other capital outlay facilities, if any, needed in support of the proposed program, itemized and arranged by dates for the first five years of operating the program.

None. However, the UOG International Business & Tourism Institute will be requesting grants and private sector support of dedicated classroom space and facilities that would relieve the university and the college of this expense.



Continental Micronesia
P.O. Box 8772
Tamuning, Guam 96931

December 6, 1995

Dr. Stan McGahey
Assistant Professor, Visitor Industry Management
University of Guam, CBPA
Fax: 734-4956; Tel. 635-2530

Dear Dr. McGahey:

Continental Micronesia is the largest private sector employer in Micronesia. We are in constant need of well-educated, motivated, and career-oriented employees for our main bases of operations on Guam and Saipan, as well as the other island destinations throughout Micronesia and in Hawaii.

University graduates with a broad background in business concepts and skills and an understanding of the dynamics of the tourism industry are especially attractive to us. The proposed major in Tourism at the University of Guam would generate such individuals.

Continental Micronesia has supported the UOG Visitor Industry Management's Internship program for the past two years. Many of those interns are now our employees, and we look forward to continuing this association.

As Director of Human Resources at Continental Micronesia, I strongly support the proposal to establish a Tourism major within the Bachelor of Business degree program at the University of Guam.

Sincerely,

Luis Hernandez
Director, Human Resources

JOHN E. McNER

P.O. Box 11852
Tamuning, GU 96906
tel/fax: (671) 789-1106
email: heatherz@ite.net

Objective

- UOG adjunct tourism instructor
- tourism survey (overview to specific)
- tourism business & market research
- sustainable development, gov't rel.

PROFESSIONAL EMPLOYMENT

2/91 - present

PRINCIPAL, BISITA I PACIFICA CONSULTING

- information-based market research & tourism consulting
- major clients: Exxon, Hotels Int'l, Guam Visitors Bureau, Palau Visitors Bureau, Chuuk Coconut Authority, Sounds of the Pacific Cruise ship.

7/93 - present

FREELANCE WRITER

- Business Columnist, "Tourism Corner," *Pacific Daily News*
- Contributor, *Pacifica Magazine (Continental Airlines)*, Micronesia-based cultural & business features
- English Editor & Contributor, *Guam Now*, tourism based features
- Fiction Author, *Ascension Island*, presently soliciting publishers

3/91 - 6/93

RESEARCH MANAGER, GUAM VISITORS BUREAU

- developed, implemented and directed all tourism market research / statistical analysis for the Government of Guam
- managed research staff of 3 employees and 6 university interns
- research included: quarterly exit surveys, Korean travel agent survey, resident attitude survey, expenditure studies, strategic marketing plans

10/88 - 2/91

PROJECT DEVELOPMENT MANAGER, DUTY FREE SHOPPERS

- executive assistant to the Guam president
- responsible for business development, hotel lease negotiations, new site financial feasibility studies, store planning, community relations, and tourism development on Guam, Saipan and Palau

4/88 - 10/88

BUSINESS DEVELOPMENT ASSISTANT, TOP ENTERPRISES

- executive assistant to the vice president
- responsible for operations management, business development, duty free retail, travel agency, tourism transportation, food and liquor wholesaling, and fast food restaurants
- started new businesses on Guam, Saipan, and Pohnpei

2/87 - 3/88

6/83 - 10/84

CORPORATE LEGAL ASSISTANT

- Parrish & Associates, / San Francisco, CA
- Wilmer, Cutler & Pickering / Washington D.C.

EDUCATION

1985 - 86

MASTER OF INTERNATIONAL MANAGEMENT

American Graduate School of International Management
Thunderbird Campus / Phoenix, AZ

- Japanese business/language focus
- international marketing & finance

1986

SCHOLARSHIP SEMESTER Boeki Kenshu Center / Fujinomiya, Japan

1979 - 83

BACHELOR OF ARTS, ECONOMICS

University of Colorado / Boulder, CO

ORGANIZATIONS

Chairman, Special Projects Committee, Pacific Asia Travel Association
Guest Lecturer, University of Guam, Professional Organizations
Member, Guam Chamber of Commerce / Guam Visitors Bureau
Chairman, Research Subcommittee, Guam Visitors Bureau
Opinion Editor, *Das Tor*, Thunderbird Campus Newspaper
Alumnus, Phi Delta Theta National Fraternity
PADI Certified Scuba Dive Master

PERSONAL

Birthdate: 8/27/61 • U.S. Citizen • Hometown: Newport Beach, CA • Married

LINDA A. SABLAN
P.O. BOX 12734
TAMUNING, GUAM 96931
(671) 472-5484

EXPERIENCE

PLANNER III, GUAM DEPARTMENT OF COMMERCE, Office of Economic Development and Planning, Government of Guam (Associate Economist - September 1985 to 1990, promotion to Planner III in 1992)

- Responsible for the development and implementation of the *Visitor Industry Master Plan for Guam*, the *Overall Economic Development Plan for Guam* (Tourism and other sections), and other planning documents as required.
- Regularly acts as the Division Chief Planner when said supervisor is off-island or the position becomes temporarily vacant. (Responsible for 14 staff, 18 grants, \$3 million budget.)
- Manages the collection, interpretation, presentation and dissemination of statistical and other data for visitor industry and general planning needs.
- Develops, implements and evaluates grants and their budgets for tourism research and for other areas and activities.
- Supervises staff involved in planning and implementation of projects and programs.
- Works with developers, consultants and government agencies to provide technical assistance in the form of information, analysis and input on plans, projects and activities relating to the visitor industry.
- Drafts legislation for regulations, policies, and the implementation of programs impacting the visitor industry.
- Monitors development activities and changes in the economic, social, and cultural environment of Guam and foreign markets doing business with Guam to determine their impact on current and future plans affecting the visitor industry.
- Liaisons with the private sector representatives, government agencies, and regional and national organizations concerning policies, plans, projects and programs that impact on the visitor industry.
- Represents the department on committees, such as the Governor's Tourism 2001 Task Force, Guam Finance Commission - Special Economic Service, Guam Chamber of Commerce Tourism Committee, Guam Visitors Bureau Tourism Research Committee, Guam Visitors Bureau Tourism Industry Relations Committee, Guam Hotel and Restaurant Association, and Territorial Planning Council Technical Advisory Group for P'Tanota.
- Assists in implementing trade shows, work shops and other activities.

Accomplishments - Publications:

- *Summary of General Tourism Statistical Information* (Quarterly Reports 1988 to Present)
- *Visitor Industry Master Plan for Guam* (Draft)
- *Summary Outlook for Guam's Visitor Industry to the Year 2004*
- *Guam Annual Economic Review Section on Tourism* 1987, 1988, 1991, 1992, 1993, and 1994
- *Overall Economic Development Plan for Guam 1989 - 1993* and earlier edition in 1986 (Tourism-related sections)
- *1985 Meriso/Cocos Lagoon Tourism Survey*
- *Investment Brochure for Guam* in 1986 and 1988
- **Accomplishments - Other:**
 - Creation of the Tourism Statistical Data and Information File for Guam
 - Creation of the Tourism Industry Relations Research Subcommittee at the Guam Visitor Bureau in 1989
 - Co-coordinator of the Guam-Micronesia Island Fair in 1988 and in 1987
 - Assisted in the coordination of the 1987 First Annual "Made in Guam" Trade Show and Doing Business Internationally Seminar
- **Awards and Recognition:**
 - Selected for a detailed appointment to the position of Chief Planner, Division Head of the Economic Development and Planning Section in October 1995
 - Selected for the Government of Guam In-Service Training Program in 1989 to pursue a Masters degree in Travel Industry Management from 1989 to 1991
 - Letters of commendation and certificates of recognition in 1987 through 1989
 - Employee of the Quarter for the fourth quarter of 1987
 - Employee of the Year for the Office of Economic Development and Planning in 1987
 - Outstanding Young Women of America in 1987.

GENERAL MANAGER, ORIENTOURS CO. LTD. - Micronesia Branch Office (Guam) (1983 to 1984)

- Conducted assessments necessary to plan for tour programs in Guam and Micronesia.
- Supervised and trained staff in all aspects of inbound tour operations.
- Prepared annual budget and monthly and annual financial statements.
- Monitored expenditures and recommended modifications to programs, funding and revenue forecasts.
- Provided consultation and technical assistance to local and off-island tour operators in

- developing tour programs.
- Negotiated rates and services with optional tour and transportation companies.

Accomplishments:

- Established inbound tour operation for five sectors of Micronesia.
- Established outbound tour wholesale operation for destinations in the Asia-Pacific region.

TOURISM INDUSTRY RELATIONS OFFICER, GUAM VISITORS BUREAU (1981 to 1983)

- Analyzed and prepared comments on proposed legislation, projects, plans, studies and programs that impact tourism.
- Supervised and trained staff in all activities relating to the tourism industry relations functions.
- Consulted with public and private representatives on issues concerning tourism.
- Produced monthly and annual tourism statistical reports.
- Conducted surveys and studies.
- Conducted familiarization tours for industry representatives.
- Planned itineraries and arrangements for work shops, seminars, and functions.
- Planned, supervised, and coordinating airport and cruise ship greeting services.
- Represented the General Manager at other departmental committees.
- Assisted the Chairman of the Tourism Industry Relations Committee on researching issues, writing position statements, and coordinating with outside entities.
- Implemented the tour guide testing and licensing program.
- Assisted in implementing off-island promotions activities including trade shows, travel trade seminars, and fairs.

Accomplishments:

- Formation of the Statistics Sub-Committee
- Redesigned the monthly visitor arrival statistics report
- Implemented the 1983 Visitor Satisfaction Survey

EXECUTIVE INTERN - MARKETING AND SALES, HOTEL INTER-CONTINENTAL MAUI (September to December 1980)

- Collected data on customer satisfaction.
- Provided data on new services to travel agencies throughout Oahu, Hawaii.
- Generated reports on the overall satisfaction of all tour operators and travel agencies in Honolulu with the hotel.

EDUCATION

Masters of Professional Studies in Travel Industry Management, University of Hawaii at Manoa, Summer 1991. Emphasis on tourism planning.

Part of a consulting team under the direction of Dr. Jack Clark, Dean - School of Hotel Administration, Cornell University at Ithaca, New York, for the following companies:

- ITT Sheraton Hotels in Hawaii - Performance and Cost Center Analysis
- Trans/Pacific Restaurants, Inc. - Management Retention
- Island Holidays Tours - Reduction in Employee Turnover in Reservations Department

Publications:

Community Involvement in Planning for a Resort Development - A Case Study of the Kuliama/North Shore Strategy Planning Committee and Its Impact on the Kuliama Resort Expansion Plan, Tourism Research Publications of the School of Travel Industry Management, University of Hawaii at Manoa, Working Paper Series 1991-1.

Scholarship Achievements:

- Who's Who of American College Students 1990-1991
- Graduated with a 3.9 GPA

Bachelors Degree in Business Administration, University of Hawaii at Manoa, 1981. Major in Travel Industry Management with emphasis on transportation.

Dean's List 1979, 1980

Member, Eta Sigma Delta - A hospitality industry national honor society.

PERSONAL

United States Air Force Reserve, 44th Aerial Port Squadron, Anderson Air Force Base, Guam. Currently an Information Controller in the Air Terminal Operations Center. Graduated with honors from technical training school in 1985 at Sheppard AFB, Texas.

UNIVERSITY OF GUAM
REQUEST FOR NEW COURSES OR COURSE REVISION

1. TITLE: Food & Beverage Management

2. CATALOG NUMBER: MG387 (New courses may not duplicate active or inactive course numbers.)

REQUEST TYPE: ADDITION TO CURRICULUM
 SPECIAL NEEDS (Workshop, seminar, etc.)
 SUBSTANTIVE REVISION OF EXISTING COURSE # _____

LEVEL OF INSTRUCTION: UNDERGRADUATE GRADUATE BOTH

CREDIT HOURS: 3

IS THIS COURSE CROSS-LISTED WITH ANOTHER DEPARTMENT? No

IF SO, WHAT IS/ARE THE CROSS LISTED CATALOG NUMBER(S)? _____

WHAT SESSION(S) WILL THE COURSE BE OFFERED? FALL SPRING
 SUMMER ALL

WHAT WILL BE THE YEARLY CYCLE FOR THIS COURSE?
 ALL YEARS EVEN YEARS ODD YEARS 1 TERM ONLY

FIRST TERM AND YEAR CYCLE FOR THIS COURSE? Fall '96

LENGTH OF INSTRUCTION (WEEKS): 16 (one semester)

EFFECTIVE DATE FOR THE PUBLISHED CATALOG/BULLETIN: Fall '96

1. INSTRUCTION/ADVISOR CONSENT REQUIRED? YES NO

2. PREREQUISITE CATALOG #	PREREQUISITE COURSE TITLE
<u>MG351</u>	<u>Management of Organizations (Co-requisite or Prerequisite)</u>
_____	_____
_____	_____
_____	_____
_____	_____

3. OTHER: _____


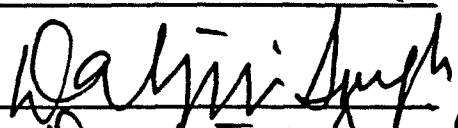
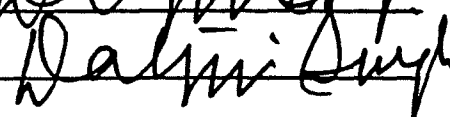
CATALOG DESCRIPTION: This course examines the principles of food and beverage management as a profit center in hotels. Components include the management of food production, restaurants and bars, banquets and catering, and room service. Co-requisite or prerequisite is MG351.

DESCRIBE LIBRARY RESOURCES AVAILABLE TO SUPPORT COURSE:

UOG's RFK Library has virtually no books or journals to support this or any other tourism-related course. A request for funding to purchase necessary materials is included in the AY96-97 budget for the Department of Management, Marketing, and Tourism (CBPA). Tourism-related library resources are available at the Guam Visitors Bureau and the Guam Community College.

ADDITIONAL INFORMATION: The professor responsible for this new course request has a significant library of books and journals. Some were purchased using his professional development funds in AY93-94 through the College of Business and Public Administration. Most are part of his personal collection which is also available to students and other faculty. This collection includes several hundred books, and eight tourism journals.

APPROVAL RECOMMENDED BY:

UNIT	SIGNATURE	DATE
Department/Division Chair		25 Feb 96
Graduate Program Chair (If Applicable)		
Chair, Unit's Academic Affairs		2-26-96
Dean of College/Unit		2-26-96
Chair, General Education Committee (If Applicable)		
Chair, Graduate Council (If Applicable)		
Dean, Graduate School & Research (If Applicable)		
Chair, University Academic Affairs Committee		

7. APPROVED:

Academic Vice President

Date

UNIVERSITY OF GUAM
COURSE OUTLINE

Course Number: MG387 College (or sponsoring Unit): CBPA

Course Title: Food & Beverage Management Credit Hours: 3

Date of Final Approval: _____ Semester Offered: Fall/Even

Course counts as: _____ general education requirement
X part of Management/Marketing/Tourism major
X part of Visitor Industry Management minor
X elective (Management)

1. CATALOG DESCRIPTION:

This course examines the principles of food and beverage management as a profit center in hotels. Components include the management of food production, restaurants and bars, banquets and catering, and room service. Co-requisite or prerequisite is MG351.

2. COURSE CONTENT:

This course will discuss the production and sales of food and beverage products within hotels. Topics include planning, budgeting, merchandising, menu planning, preparation, service, logistical support, internal controls, quality assurance, and staffing.

3. RATIONALE FOR THE COURSE:

Food and beverage outlets are operated as a service to hotel guests. Therefore, they operate during different hours and with a different service level than most free standing facilities. Although these and other nuances of hotel F&B outlets often put them at an operational disadvantage, they are still expected to produce a profit. Management of hotel F&B outlets is a distinct competency that is essential to the success of any hotel property.

4. SKILLS AND BACKGROUND REQUIRED OR EXPECTED:

Students are expected to exhibit a genuine interest in the hotel industry. Since Guam has a wide variety of hotel and lodging facilities that assume a high profile within the local visitor industry as well as the local community, most students have already acquired some degree of familiarity with them. Co-requisite or prerequisite is MG351.

5. TEACHING METHODOLOGIES AND ANTICIPATED CLASS SIZE:

Lectures, class discussions, and videos will be the primary methods of instruction. Guest speakers from various hotel properties on Guam will also be invited to share their experience and expertise with the students. Field trips will be arranged as appropriate.

6. ADDITIONAL COURSE DESCRIPTIONS:

None.

7. LEARNING OBJECTIVES FOR STUDENTS:

Students will learn about the various functions and issues involved in food & beverage management and how food & beverage management in a hotel differs from other forms of food service management. They will also learn about the many challenges and opportunities that a career in food & beverage management, as well as entry-level positions and realistic career paths.

8. METHODS OF EVALUATION:

1. Mid-term examination.....40%
2. Final examination (non-comprehensive).....40%
3. Projects, papers, and attendance.....20%

9. REQUIRED AND RECOMMENDED TEXTS AND/OR STUDY GUIDES:

Schmidt, A. (1987). Food and Beverage Management in Hotels. New York: Van Nostrand Reinhold.

10. SUBSEQUENT COURSES:

Students interested in food & beverage management should consider taking MG388, Rooms Division Management, MG483, Hotel Operations, and MK491 Seminar in Marketing (Hotels).

THE CALENDAR OF ASSIGNMENTS, ATTENDANCE, AND GRADING POLICIES ARE TO BE INCLUDED IN THE COURSE SYLLABUS.

COLLEGE OF BUSINESS & PUBLIC ADMINISTRATION
MANAGEMENT, MARKETING, AND TOURISM DEPARTMENT
VISITOR INDUSTRY MANAGEMENT

COURSE SYLLABUS*

1. Course: MG387

2. Course Title: Food & Beverage Management

3. CATALOG DESCRIPTION: This course examines the principles of food and beverage management as a profit center in hotels. Components include the management of food production, restaurants and bars, banquets and catering, and room service. Co-requisite or prerequisite is MG351.

4. COURSE OBJECTIVES: Upon completion of this course students are expected to able to:

- A. explain the factors which affect food, beverage, and labor costs in F&B operations.
- B. analyze and understand the profitability structure of F&B operations.
- C. control costs of food, beverage, and labor.
- D. calculate comparable costs of F&B products.
- E. select appropriate F&B products for each outlet.
- F. determine profitable pricing strategies for F&B products.
- G. explain typical organizational chart of F&B department.
- H. discuss role of F&B in customer service and guest retention.
- I. explain the mix of F&B outlets in various types of hotels.
- J. explain F&B staff positions and duties.
- K. describe career path for F&B director.

5. COURSE CONTENT: This course will discuss the production and sales of food and beverage products within hotels. Topics include planning, budgeting, merchandising, menu planning, preparation, service, logistical support, internal controls, quality assurance, and staffing.

6. REQUIRED TEXT BOOK:

Schmidt, A. (1987). Food and Beverage Management in Hotels. New York: Van Nostrand Reinhold.

7. SCHEDULE: Regular class meetings will be held twice weekly for an hour and twenty minutes each.

8. INSTRUCTOR'S OFFICE HOURS: Office is located in DC-30. Telephone number is 735-2530. Students may also leave a message in my distribution box (Stan McGahey) in the CBPA Office in A Building.

9. CALENDAR OF ASSIGNMENTS: Course content will be presented according to the following schedule:

Week #1: Introduction of course, instructor, and students.

Week #2: Role of hotel food service.

Week #3: F&B forecasting and planning.

Week #4: Food purchasing and storeroom management.

Week #5: The executive chef.

Week #6: The steward department.

Week #7: The beverage department.

Week #8: Review and mid-term exam.

Week #9: Dining room service.

Week #10: Room service.

Week #11: The cashier department.

Week #12: The catering department.

Week #13: Merchandising food and beverage.

Week #14: Profitability.

Week #15: The F&B director.

Week #16: Review and final exam.

10. TEACHING METHODOLOGIES: Lectures, class discussions, and videos will be the primary methods of instruction. Guest speakers from

various hotel properties on Guam will also be invited to share their experience and expertise with the students. Field trips will be arranged as appropriate.

11. LABORATORY METHODOLOGIES: None.

12. COURSE REQUIREMENTS: Read book, attend class, participate in discussions, and take exams. Co-requisite or prerequisite is MG351.

13. GRADING SYSTEM/EVALUATION METHODOLOGIES: The mid-term and final exams will each count 40%, and projects, papers, and attendance will count 20% of the grade.

14. CURRENT BIBLIOGRAPHY: The library has a limited number of hospitality textbooks and no journals or trade magazines. Publications listed below are available from the instructor.

Axler, B.H. (1979). Foodservice: A Managerial Approach. Dubuque, Iowa: Wm. C. Brown Company.

Davidoff, D.M. (1994). Contact - Customer Service in the Hospitality and Service Industry. Englewood Cliffs, NJ: Prentice-Hall Career and Technology.

Dittmer, P., & Griffin, G. (1993). The Dimensions of the Hospitality Industry. New York: Van Nostrand Reinhold.

Greene, M. (1987). Marketing Hotels and Restaurants into the 90s. London: Heinemann Professional Publishing.

Keiser, J. (1998). Principles, and Practices of Management in the Hospitality Industry. New York: Van Nostrand Reinhold.

Lane, H. & van Hartesvelt, M. (1983). Essentials of the Hospitality Industry. Reston, Virginia: Reston Publishing.

Lattin, G. (1989). The Lodging and Food Service Industry. East Lansing: EI-AHMA.

Chuah, A.M., Lee, G.B., & Tan, L.C. (1988). So You Want to Work in a Hotel. Singapore: Times Book International.

Kotschevar, L.H. (1987). Management by Menu. New York: John Wiley & Sons.

Kotschevar, L.H., & Levinson, C. (1988). Quantity Food Purchasing. New York: Macmillan Publishing Company.

Lennick, J. (1984). Running Your Own Small Hotel. London:

Martin, R.J., & Lundberg, D. (1991) Human Relations for the Hospitality Industry. New York: Van Nostrand Reinhold.

Medlik, S. (1980). The Business of Hotels. London: Heinemann Professional Publishing.

Mizer, D.A., Porter, M., & Sonnier, B. (1987). Food Preparation for the Professional (2nd Edition). New York: John Wiley & Sons.

Olsen, M., Tse, E., & West, J. (1992). Strategic Management in the Hospitality Industry. New York: Van Nostrand Reinhold.

Paige, G. & Paige, J. (1984). The Hotel Receptionist. London: ELBS

Powers, T. (1988). Introduction to Management in the Hospitality Industry. New York: John Wiley & Sons.

Rutherford, D. (1990). Hotel Management and Operations. New York: Van Nostrand Reinhold.

Stokes, J.W. (1982). How to Manage a Restaurant. Dubuque, Iowa: Wm. C. Brown Company

Tanke, M. (1990). Human Resources Management for the Hospitality Industry. Albany: Delmar Publishing.

Teare, R., & Olsen, M. (1992). International Hospitality Management. New York: Van Nostrand Reinhold

Vallen J.J., & Vallen, G.K. (1991). Check-In Check-Out. Dubuque, Iowa: Wm. C. Brown Company.

Venison, P. (1983). Managing Hotels. London: ELBS

*Subject to change.

UNIVERSITY OF GUAM
REQUEST FOR NEW COURSES OR COURSE REVISION

1. TITLE: Rooms Division Management

2. CATALOG NUMBER: MG388 (New courses may not duplicate active or inactive course numbers.)

REQUEST TYPE: ADDITION TO CURRICULUM
 SPECIAL NEEDS (Workshop, seminar, etc.)
 SUBSTANTIVE REVISION OF EXISTING COURSE # _____

LEVEL OF INSTRUCTION: UNDERGRADUATE GRADUATE BOTH

CREDIT HOURS: 3

IS THIS COURSE CROSS-LISTED WITH ANOTHER DEPARTMENT? No

IF SO, WHAT IS/ARE THE CROSS LISTED CATALOG NUMBER(S)? _____

WHAT SESSION(S) WILL THE COURSE BE OFFERED? FALL SPRING
 SUMMER ALL

WHAT WILL BE THE YEARLY CYCLE FOR THIS COURSE?
 ALL YEARS EVEN YEARS ODD YEARS 1 TERM ONLY

FIRST TERM AND YEAR CYCLE FOR THIS COURSE? Fall '97

LENGTH OF INSTRUCTION (WEEKS): 16 (one semester)

EFFECTIVE DATE FOR THE PUBLISHED CATALOG/BULLETIN: Fall '96

1. INSTRUCTION/ADVISOR CONSENT REQUIRED? YES NO

2. PREREQUISITE CATALOG #	PREREQUISITE COURSE TITLE
<u>MG351</u>	<u>Management of Organizations (Co-requisite or Prerequisite)</u>
_____	_____
_____	_____
_____	_____

3. OTHER: _____

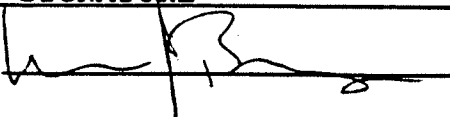
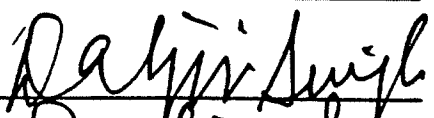
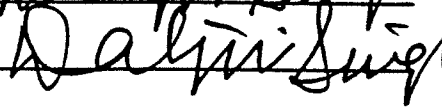
CATALOG DESCRIPTION: This course examines management of the various components of the main profit center of the hotel. These include reservations, front desk operations, housekeeping, and telephone service. Managerial concepts emphasized include selling strategies, rate efficiency, yield management, human resources, and guest relations. Co-requisite or prerequisite is MG351.

DESCRIBE LIBRARY RESOURCES AVAILABLE TO SUPPORT COURSE:

UOG's RFK Library has virtually no books or journals to support this or any other tourism-related course. A request for funding to purchase necessary materials is included in the AY96-97 budget for the Department of Management, Marketing, and Tourism (CBPA). Tourism-related library resources are available at the Guam Visitors Bureau and the Guam Community College.

ADDITIONAL INFORMATION: The professor responsible for this new course request has a significant library of books and journals. Some were purchased using his professional development funds in AY93-94 through the College of Business and Public Administration. Most are part of his personal collection which is also available to students and other faculty. This collection includes several hundred books, and eight tourism journals.

APPROVAL RECOMMENDED BY:

UNIT	SIGNATURE	DATE
Department/Division Chair		25 Feb 96
Graduate Program Chair (If Applicable)		
Chair, Unit's Academic Affairs		2/26/96
Dean of College/Unit		2/26/96
Chair, General Education Committee (If Applicable)		
Chair, Graduate Council (If Applicable)		
Dean, Graduate School & Research (If Applicable)		
Chair, University Academic Affairs Committee		

7. APPROVED:

Academic Vice President Date

UNIVERSITY OF GUAM
COURSE OUTLINE

Course Number: MG388 College (or sponsoring Unit): CBPA

Course Title: Room's Division Management Credit Hours: 3

Date of Final Approval: _____ Semester Offered: Fall/Odd

Course counts as: _____ general education requirement
X part of Management/Marketing/Tourism major
X part of Visitor Industry Management minor
X elective (Management)

1. CATALOG DESCRIPTION:

This course examines management of the various components of the main profit center of the hotel. These include reservations, front desk operations, housekeeping, and telephone service. Managerial concepts emphasized include selling strategies, rate efficiency, yield management, human resources, and guest relations. Co-requisite or prerequisite is MG351.

2. COURSE CONTENT:

This course will discuss how the front office works in conjunction with other departments such as housekeeping to efficiently room guest and maximize profitability. It examines the structure of the front office and explain the many functions performed there. These range from reservations and registration to billing and property management systems.

3. RATIONALE FOR THE COURSE:

Profit is the primary measure of success in the hotel industry, and the rooms division is the main profit center of a hotel. A course that examines its main components from a managerial and technical perspective is essential. The nuances of rooms division management also differ quite dramatically from the practice of general management found in other service businesses.

4. SKILLS AND BACKGROUND REQUIRED OR EXPECTED:

Students are expected to exhibit a genuine interest in the hotel industry. Since Guam has a wide variety of hotel and lodging facilities that assume a high profile within the local visitor industry as well as the local community, most students have already acquired some degree of familiarity with them. Prerequisite is

5. TEACHING METHODOLOGIES AND ANTICIPATED CLASS SIZE:

Lectures, class discussions, and videos will be the primary methods of instruction. Guest speakers from various hotel properties on Guam will also be invited to share their experience and expertise with the students. Field trips will be arranged as appropriate.

6. ADDITIONAL COURSE DESCRIPTIONS:

None.

7. LEARNING OBJECTIVES FOR STUDENTS:

Students will learn about the various functions and issues involved in rooms division management. Emphasis will be placed on front desk operations and management in order to demonstrate various strategies available to maximize profitability. They will also learn about the many challenges and opportunities that a career in the hotel industry offers.

8. METHODS OF EVALUATION:

- 1. Mid-term examination.....40%
- 2. Final examination (non-comprehensive).....40%
- 3. Projects, papers, and attendance.....20%

9. REQUIRED AND RECOMMENDED TEXTS AND/OR STUDY GUIDES:

Vallen, J.J., & Vallen, G.K. (1991). Check-In Check-Out.
Dubuque, Iowa: Wm. C. Brown Publishers.

10. SUBSEQUENT COURSES:

Students should consider taking MG387, Food & Beverage Management, MG483, Hotel Operations, MK491, Seminar in Marketing (Hotels), or any other courses that lead to a minor in Visitor Industry Management or a major in International Tourism.

THE CALENDAR OF ASSIGNMENTS, ATTENDANCE, AND GRADING POLICIES ARE TO BE INCLUDED IN THE COURSE SYLLABUS.

UNIVERSITY OF GUAM
COLLEGE OF BUSINESS & PUBLIC ADMINISTRATION
MANAGEMENT, MARKETING, AND TOURISM DEPARTMENT
VISITOR INDUSTRY MANAGEMENT

Course Syllabus*

1. Course: MG388

2. Course Title: Rooms Division Management

3. CATALOG DESCRIPTION: This course examines management of the various components of the main profit center of the hotel. These include reservations, front desk operations, housekeeping, and telephone service. Managerial concepts emphasized include selling strategies, rate efficiency, yield management, human resources, and guest relations. Co-requisite or prerequisite is MG351.

4. COURSE OBJECTIVES: Upon completion of this course students are expected to able to:

- A. construct an organizational chart for the rooms division of a full-service hotel.
- B. describe the design of a typical front office.
- C. identify the equipment needed for the front office.
- D. list the components of the yield management process.
- E. describe intended outcomes from the yield management process.
- F. describe procedures for handling guest complaints.
- G. describe the reservations request process.
- H. identify information needed from guests making reservations.
- I. describe the various methods used to control reservations.
- J. generate room availability using standard mathematical formula.
- K. prepare a chart showing weekly forecast of space availability.
- L. calculate: occupancy rate, percentage of double occupancy, percentage of bed occupancy, sales per occupied bed, sales per available room, sales per guest, frequency of average rate earned, potential gross revenue ratio, average length of stay.

- M. increase revenues by incorporating sales into reservations.
- N. establish optimal room rates.
- O. explain role and importance of departments within rooms division.

5. COURSE CONTENT: This course will discuss how the front office works in conjunction with other departments such as housekeeping to efficiently room guest and maximize profitability. It examines the structure of the front office and explain the many functions performed there. These range from reservations and registration to billing and property management systems.

6. REQUIRED TEXTBOOK:

Vallen, J.J., & Vallen, G.K. (1991). Check-In Check-Out.
Dubuque, Iowa: Wm. C. Brown Publishers.

7. SCHEDULE: Regular class meetings will be held twice weekly for an hour and twenty minutes each.

8. INSTRUCTOR'S OFFICE HOURS: Office is located in DC-30. Telephone number is 735-2530. Students may also leave a message in my distribution box (Stan McGahey) in the CBPA Office in A Building.

9. CALENDAR OF ASSIGNMENTS: Course content will be presented according to the following schedule:

Week #1: Introduction of course, instructor, and students.

Week #2: Discussion of the modern hotel industry.

Week #3: Structure of the front office.

Week #4: Room reservation requests and forecasting.

Week #5: The reservations process.

Week #6: Registering and rooming the guest.

Week #7: Room rates and the rack rate.

Week #8: Review and mid-term exam.

Week #9: The record cycle.

Week #10: Property management systems.

Week #11: Telephone and security.

Week #12: Credit procedures and the city ledger.

Week #13: Staffing and personnel management.

Week #14: Hotel statistics and sales ratios.

Week #15: Housekeeping

Week #16: Review and final exam.

10. TEACHING METHODOLOGIES: Lectures, class discussions, and videos will be the primary methods of instruction. Guest speakers from various hotel properties on Guam will also be invited to share their experience and expertise with the students. Field trips will be arranged as appropriate.

11. LABORATORY METHODOLOGIES: None.

12. COURSE REQUIREMENTS: Read book, attend class, participate in discussions, and take exams. Co-requisite or prerequisite is MG351.

13. GRADING SYSTEM/EVALUATION METHODOLOGIES: The mid-term and final exams will each count 40%, and projects, papers, and attendance will count 20% of the grade.

14. CURRENT BIBLIOGRAPHY: The library has a limited number of hospitality textbooks and no journals or trade magazines. Publications listed below are available from the instructor.

Davidoff, D.M. (1994). Contact - Customer Service in the Hospitality and Service Industry. Englewood Cliffs, NJ: Prentice-Hall Career and Technology.

Dittmer, P., & Griffin, G. (1993). The Dimensions of the Hospitality Industry. New York: Van Nostrand Reinhold.

Greene, M. (1987). Marketing Hotels and Restaurants into the 90s. London: Heinemann Professional Publishing.

Keiser, J. (1998). Principles, and Practices of Management in the Hospitality Industry. New York: Van Nostrand Reinhold.

Lane, H. & van Hartesvelt, M. (1983). Essentials of the Hospitality Industry. Reston, Virginia: Reston Publishing.

Lattin, G. (1989). The Lodging and Food Service Industry.

East Lansing: AHMA.

Chuah, A.M., Lee, G.B., & Tan, L.C. (1988). So You Want to Work in a Hotel. Singapore: Times Book International.

Lennick, J. (1984). Running Your Own Small Hotel. London: Kogan Page Limited.

Martin, R.J., & Lundberg, D. (1991) Human Relations for the Hospitality Industry. New York: Van Nostrand Reinhold.

Medlik, S. (1980). The Business of Hotels. London: Heinemann Professional Publishing.

Olsen, M., Tse, E., & West, J. (1992). Strategic Management in the Hospitality Industry. New York: Van Nostrand Reinhold.

Paige, G. & Paige, J. (1984). The Hotel Receptionist. London: ELBS

Powers, T. (1988). Introduction to Management in the Hospitality Industry. New York: John Wiley & Sons.

Rutherford, D. (1990). Hotel Management and Operations. New York: Van Nostrand Reinhold.

Tanke, M. (1990). Human Resources Management for the Hospitality Industry. Albany: Delmar Publishing.

Teare, R., & Olsen, M. (1992). International Hospitality Management. New York: Van Nostrand Reinhold

Vallen J.J., & Vallen, G.K. (1991). Check-In Check-Out. Dubuque, Iowa: Wm. C. Brown Company.

Venison, P. (1983). Managing Hotels. London: ELBS

*Subject to change.

UNIVERSITY OF GUAM
REQUEST FOR NEW COURSES OR COURSE REVISION

1. TITLE: Hotel Operations

2. CATALOG NUMBER: MG483 (New courses may not duplicate active or inactive course numbers.)

REQUEST TYPE: ADDITION TO CURRICULUM
 SPECIAL NEEDS (Workshop, seminar, etc.)
 SUBSTANTIVE REVISION OF EXISTING COURSE # _____

LEVEL OF INSTRUCTION: UNDERGRADUATE GRADUATE BOTH

CREDIT HOURS: 3

IS THIS COURSE CROSS-LISTED WITH ANOTHER DEPARTMENT? No

IF SO, WHAT IS/ARE THE CROSS LISTED CATALOG NUMBER(S)? _____

WHAT SESSION(S) WILL THE COURSE BE OFFERED? FALL SPRING
 SUMMER ALL

WHAT WILL BE THE YEARLY CYCLE FOR THIS COURSE?
 ALL YEARS EVEN YEARS ODD YEARS 1 TERM ONLY

FIRST TERM AND YEAR CYCLE FOR THIS COURSE? Spring '97

LENGTH OF INSTRUCTION (WEEKS): 16 (one semester)

EFFECTIVE DATE FOR THE PUBLISHED CATALOG/BULLETIN: Fall '96

1. INSTRUCTION/ADVISOR CONSENT REQUIRED? YES NO

2. PREREQUISITE CATALOG #	PREREQUISITE COURSE TITLE
<u>MG351</u>	<u>Management of Organizations</u>
_____	_____
_____	_____
_____	_____
_____	_____

3. OTHER: _____

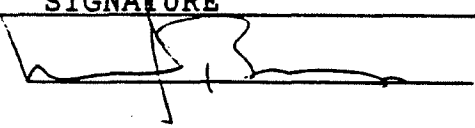
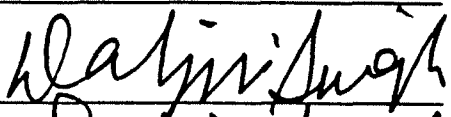
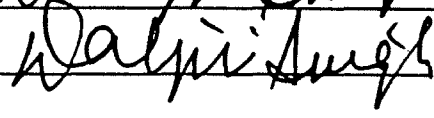
CATALOG DESCRIPTION: This course examines the departmental operations and structure of hotels from a theoretical, technical, and practical point of view. It also describes the actions and policies necessary to make them operate successfully and profitably. Prerequisite is MG351.

DESCRIBE LIBRARY SOURCES AVAILABLE TO SUPPORT COURSE:

UOG's RFK Library has virtually no books or journals to support this or any other tourism-related course. A request for funding to purchase necessary materials is included in the AY96-97 budget for the Department of Management, Marketing, and Tourism (CBPA). Tourism-related library resources are available at the Guam Visitors Bureau and the Guam Community College.

ADDITIONAL INFORMATION: The professor responsible for this new course request has a significant library of books and journals. Some were purchased using his professional development funds in AY93-94 through the College of Business and Public Administration. Most are part of his personal collection which is also available to students and other faculty. This collection includes several hundred books, and eight tourism journals.

APPROVAL RECOMMENDED BY:

UNIT	SIGNATURE	DATE
Department/Division Chair		25 Feb 96
Graduate Program Chair (If Applicable)		
Chair, Unit's Academic Affairs		2-26-96
Dean of College/Unit		2-26-96
Chair, General Education Committee (If Applicable)		
Chair, Graduate Council (If Applicable)		
Dean, Graduate School & Research (If Applicable)		
Chair, University Academic Affairs Committee		

7. APPROVED:

Academic Vice President Date

UNIVERSITY OF GUAM
COURSE OUTLINE

Course Number: MG483 College (or sponsoring Unit): CBPA

Course Title: Hotel Operations Credit Hours: 3

Date of Final Approval: _____ Semester Offered: Spring/Odd

Course counts as: _____ general education requirement
X part of Management/Marketing/Tourism major
X part of Visitor Industry Management minor
X elective (Management)

1. CATALOG DESCRIPTION:

This course examines the departmental operations and structure of hotels from a theoretical, technical, and practical point of view. It also describes the actions and policies necessary to make them operate successfully and profitably. Prerequisite is MG351.

2. COURSE CONTENT:

This course will discuss the mission and purpose of each of the hotel's major departments and activities with an emphasis on their interaction. Included are food & beverage, front office, housekeeping, marketing, human resources, purchasing, accounting, information systems, engineering, and security. It also discusses the realities of staff positions and the myriad of issues that face departmental managers.

3. RATIONALE FOR THE COURSE:

A hotel consists of numerous departments and activities which must be efficiently operated on an individual basis and coordinated effectively on an interactive basis in order to provide quality guest service and maximum profitability. Understanding the functions of each of these departments and activities is essential to the development of successful hotel administrators.

4. SKILLS AND BACKGROUND REQUIRED OR EXPECTED:

Students are expected to exhibit a genuine interest in the hotel industry. Since Guam has a wide variety of hotel and lodging facilities that assume a high profile within the local visitor industry as well as the local community, most students have already acquired some degree of familiarity with them. Prerequisite is

5. TEACHING METHODOLOGIES AND ANTICIPATED CLASS SIZE:

Lectures, class discussions, and videos will be the primary methods of instruction. Guest speakers from various hotel properties on Guam will also be invited to share their experience and expertise with the students. Field trips will be arranged as appropriate.

6. ADDITIONAL COURSE DESCRIPTIONS:

None.

7. LEARNING OBJECTIVES FOR STUDENTS:

Students will learn about the various departments of a hotel to include their functions, responsibilities, staff needs, and career opportunities. They will learn how the various departments combine to create guest satisfaction and ensure profitability. They will gain insights on management responsibilities from an operational perspective.

8. METHODS OF EVALUATION:

1. Mid-term examination.....40%
2. Final examination (non-comprehensive).....40%
3. Projects, papers, and attendance.....20%

9. REQUIRED AND RECOMMENDED TEXTS AND/OR STUDY GUIDES:

Gray, W.S., & Liguori, S.C. (1990). Hotel and Motel Management and Operations (2nd Edition). Englewood Cliffs, NJ: Prentice-Hall.

10. SUBSEQUENT COURSES:

Students interested in hotel management should consider taking any of the other hotel-related courses that lead to a minor in Visitor Industry Management or a major in International Tourism. MG398 or MG498 Internship is particularly recommended in order to receive practical experience in hotel operations.

THE CALENDAR OF ASSIGNMENTS, ATTENDANCE, AND GRADING POLICIES ARE TO BE INCLUDED IN THE COURSE SYLLABUS.

UNIVERSITY OF GUAM
COLLEGE OF BUSINESS & PUBLIC ADMINISTRATION
MANAGEMENT, MARKETING, AND TOURISM DEPARTMENT
VISITOR INDUSTRY MANAGEMENT

COURSE SYLLABUS*

1. Course: MG483

2. Course Title: Hotel Operations

3. CATALOG DESCRIPTION: This course examines the departmental operations and structure of hotels from a theoretical, technical, and practical point of view. It also describes the actions and policies necessary to make them operate successfully and profitably.

4. COURSE OBJECTIVES: Upon completion of this course students are expected to able to:

- A. describe the responsibilities of various hotel departments.
- B. understand the skill and knowledge level of various employees.
- C. explain the functional areas of hotel operations.
- D. discuss the diversity of function accomplished within a hotel.
- E. explain how the type of hotel affects its operations.
- F. discuss the inter-relatedness and inter-dependency of the various hotel departments.
- G. discuss management issues from an operational perspective.
- H. recognize staffing needs of different departments.
- I. discuss the technological needs of various departments.
- J. prioritize individual interests by department function.

5. COURSE CONTENT: This course will discuss the mission and purpose of each of the hotel's major departments and activities with an emphasis on their interaction. Included are food & beverage, front office, housekeeping, marketing, human resources, purchasing, accounting, information systems, engineering, and security. It also discusses the realities of staff positions and the myriad of issues that face departmental managers.

6. REQUIRED TEXTBOOKS

Gray, W.S., & Liguori, S.C. (1990). Hotel and Motel Management and Operations (2nd Edition). Englewood Cliffs, NJ: Prentice-Hall.

7. SCHEDULE: Regular class meetings will be held twice weekly for an hour and twenty minutes each.

8. INSTRUCTOR'S OFFICE HOURS: Office is located in DC-30. Telephone number is 735-2530. Students may also leave a message in my distribution box (Stan McGahey) in the CBPA Office in A Building.

9. CALENDAR OF ASSIGNMENTS: Course content will be presented according to the following schedule:

Week #1: Introduction to course, instructor, and students.

Week #2: Types of hotels, corporate structures, and concepts of operation.

Week #3: Feasibility study for hotels.

Week #4: Hotel structure and staff.

Week #5: Human resources department.

Week #6: Reservations systems and operations.

Week #7: Sales and public relations department.

Week #8: The front office.

Week #9: Review and mid-term exam.

Week #10: Food and beverage department and telephone department.

Week #11: Engineering department and housekeeping department.

Week #12: Other departments and sources of income.

Week #13: Accounting department.

Week #14: Financial statements.

Week #15: Casinos and health spas.

Week #16: Review and final exam.

10. TEACHING METHODOLOGIES: Lectures, class discussions, and videos will be the primary methods of instruction. Guest speakers from various hotel properties on Guam will also be invited to share their experience and expertise with the students. Field trips will be arranged as appropriate.

11. LABORATORY METHODOLOGIES: None.

12. COURSE REQUIREMENTS: Read book, attend class, participate in discussions, and take exams. Prerequisite is MG351.

13. GRADING SYSTEM/EVALUATION METHODOLOGIES: The mid-term and final exams will each count 40%, and projects, papers, and attendance will count 20% of the grade.

14. CURRENT BIBLIOGRAPHY: The library has a limited number of hospitality textbooks and no journals or trade magazines. Publications listed below are available from the instructor.

Chuah, A.M., Lee, G.B., & Tan, L.C. (1988). So You Want to Work in a Hotel. Singapore: Times Book International.

Davidoff, D.M. (1994). Contact - Customer Service in the Hospitality and Service Industry. Englewood Cliffs, NJ: Prentice-Hall Career and Technology.

Dittmer, P., & Griffin, G. (1993). The Dimensions of the Hospitality Industry. New York: Van Nostrand Reinhold.

Greene, M. (1987). Marketing Hotels and Restaurants into the 90s. London: Heinemann Professional Publishing.

Keiser, J. (1998). Principles, and Practices of Management in the Hospitality Industry. New York: Van Nostrand Reinhold.

Lane, H. & van Hartesvelt, M. (1983). Essentials of the Hospitality Industry. Reston, Virginia: Reston Publishing.

Lattin, G. (1989). The Lodging and Food Service Industry. East Lansing: EI-AHMA.

Lennick, J. (1984). Running Your Own Small Hotel. London: Kogan Page Limited.

Martin, R.J., & Lundberg, D. (1991) Human Relations for the Hospitality Industry. New York: Van Nostrand Reinhold.

Medlik, S. (1980). The Business of Hotels. London: Heinemann Professional Publishing.

Olsen, M., Tse, E. & West, J. (1992). Strategic Management in the Hospitality Industry. New York: Van Nostrand Reinhold.

Paige, G. & Paige, J. (1984). The Hotel Receptionist. London: ELBS

Powers, T. (1988). Introduction to Management in the Hospitality Industry. New York: John Wiley & Sons.

Rutherford, D. (1990). Hotel Management and Operations. New York: Van Nostrand Reinhold.

Tanke, M. (1990). Human Resources Management for the Hospitality Industry. Albany: Delmar Publishing.

Teare, R., & Olsen, M. (1992). International Hospitality Management. New York: Van Nostrand Reinhold

Vallen J.J., & Vallen, G.K. (1991). Check-In Check-Out. Dubuque, Iowa: Wm. C. Brown Company.

Venison, P. (1983). Managing Hotels. London: ELBS

*Subject to change.

UNIVERSITY OF GUAM
REQUEST FOR NEW COURSES OR COURSE REVISION

1. TITLE: Tourism Policy, Planning, & Development

2. CATALOG NUMBER: MG486 (New courses may not duplicate active or inactive course numbers.)

REQUEST TYPE: (X) ADDITION TO CURRICULUM
() SPECIAL NEEDS (Workshop, seminar, etc.)
() SUBSTANTIVE REVISION OF EXISTING COURSE # _____

LEVEL OF INSTRUCTION: (X) UNDERGRADUATE () GRADUATE () BOTH

CREDIT HOURS: 3

IS THIS COURSE CROSS-LISTED WITH ANOTHER DEPARTMENT? No

IF SO, WHAT IS/ARE THE CROSS LISTED CATALOG NUMBER(S)? _____

WHAT SESSION(S) WILL THE COURSE BE OFFERED? (X) FALL () SPRING
() SUMMER () ALL

WHAT WILL BE THE YEARLY CYCLE FOR THIS COURSE?
(X) ALL YEARS () EVEN YEARS () ODD YEARS () 1 TERM ONLY

FIRST TERM AND YEAR CYCLE FOR THIS COURSE? Fall '96

LENGTH OF INSTRUCTION (WEEKS): 16 (One semester)

EFFECTIVE DATE FOR THE PUBLISHED CATALOG/BULLETIN: Fall '96

1. INSTRUCTION/ADVISOR CONSENT REQUIRED? () YES (X) NO

2. PREREQUISITE CATALOG #	PREREQUISITE COURSE TITLE
<u>MG351</u>	<u>Management of Organizations</u>
_____	_____
_____	_____
_____	_____
_____	_____

3. OTHER: _____


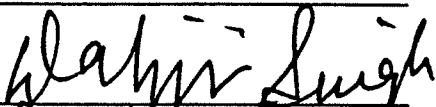
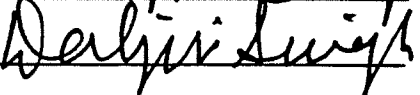
CATALOG DESCRIPTION: This course examines the numerous issues that a community must consider in establishing and guiding a successful tourism industry. Among the topics are selecting the type of tourism that is most appropriate for a community, the identification and utilization of necessary resources, and the regulation of tourism. Prerequisite is MG351.

DESCRIBE LIBRARY RESOURCES AVAILABLE TO SUPPORT COURSE:

UOG's RFK Library has virtually no books or journals to support this or any other tourism-related course. A request for funding to purchase necessary materials is included in the AY96-97 budget for the Department of Management, Marketing, and Tourism (CBPA). Tourism-related library resources are available at the Guam Visitors Bureau and the Guam Community College.

ADDITIONAL INFORMATION: The professor responsible for this new course request has a significant library of books and journals. Some were purchased using his professional development funds in AY93-94 through the College of Business and Public Administration. Most are part of his personal collection which is also available to students and other faculty. This collection includes several hundred books, and eight tourism journals.

APPROVAL RECOMMENDED BY:

UNIT	SIGNATURE	DATE
Department/Division Chair		25 Feb 96
Graduate Program Chair (If Applicable)		
Chair, Unit's Academic Affairs		2-25-96
Dean of College/Unit		2-26-96
Chair, General Education Committee (If Applicable)		
Chair, Graduate Council (If Applicable)		
Dean, Graduate School & Research (If Applicable)		
Chair, University Academic Affairs Committee		

7. APPROVED:

Academic Vice President

Date

UNIVERSITY OF GUAM
COURSE OUTLINE

Course Number: MG486

College (or sponsoring Unit): CBPA

Course Title: Tourism Policy, Planning, & Development

Credit Hours: 3

Date of Final Approval: _____

Semester Offered: Fall

Course counts as: general education requirement
 X part of Management/Marketing/Tourism major
 X part of Visitor Industry Management minor
 X elective (Management)

1. CATALOG DESCRIPTION:

This course examines the numerous issues that a community must consider in establishing and guiding a successful tourism industry. Among the topics are selecting the type of tourism that is most appropriate for a community, the identification and utilization of necessary resources, and the regulation of tourism. Prerequisite is MG351.

2. COURSE CONTENT:

This course will discuss the many factors that effect tourism, such as the environment, the economy, and the social fabric of the host community. Tourism policy provides the framework for decisions that follow. Tourism planning optimizes the results, and tourism development bring the plans to fruition in the most productive manner. Various principles of each will be discussed, as well as several case studies of both successful and unsuccessful tourist destinations.

3. RATIONALE FOR THE COURSE:

Tourism is growing rapidly in Guam, Micronesia, and the rest of the world. An understanding of how to control and regulate its development through public and private sector policy and planning is essential for informed voters, successful entrepreneurs, and foreign investors. On the other hand, improper policy, poor planning, and careless development can ruin a destination and alienate the citizenry.

4. SKILLS AND BACKGROUND REQUIRED OR EXPECTED:

Students are expected to exhibit a genuine interest in the tourism

industry. Since tourism is Guam's leading industry, most students have acquired some familiarity with it. Prerequisite is MG351.

5. TEACHING METHODOLOGIES AND ANTICIPATED CLASS SIZE:

Lectures, class discussions, and videos will be the primary methods of instruction. Guest speakers from various tourism companies and organizations will also be invited as appropriate to share their experience and expertise with the students. Field trips will be arranged as appropriate.

6. ADDITIONAL COURSE DESCRIPTIONS:

None.

7. LEARNING OBJECTIVES FOR STUDENTS:

Students will learn the importance of tourism policy, the potential goals of regional and national tourism policies, and how tourism policy is administered through various organizations. They will also learn the role that tourism can play in overall community planning and development. And, they will learn the significance of proper planning and development to achieve policy goals and provide for maximum community benefit.

8. METHODS OF EVALUATION:

1. Mid-term examination.....40%
2. Final examination (non-comprehensive).....40%
3. Term paper, other papers as required, attendance....20%

9. REQUIRED AND RECOMMENDED TEXTS AND/OR STUDY GUIDES:

Edgell, D.L. (1990). International Tourism Policy. New York: Van Nostrand Reinhold.

Inskeep, E. (1994). National and Regional Tourism Planning. London: Routledge.

10. SUBSEQUENT COURSES:

Students interested in tourism should consider taking any of the other courses that lead to a minor in Visitor Industry Management or a major in International Tourism.

THE CALENDAR OF ASSIGNMENTS, ATTENDANCE, AND GRADING POLICIES ARE TO BE INCLUDED IN THE COURSE SYLLABUS.

UNIVERSITY OF GUAM
COLLEGE OF BUSINESS & PUBLIC ADMINISTRATION
MANAGEMENT, MARKETING, AND TOURISM DEPARTMENT
VISITOR INDUSTRY MANAGEMENT

Course Syllabus*

1. Course: MG486

2. Course Title: Tourism Policy, Planning, & Development

3. CATALOG DESCRIPTION: This course examines the numerous issues that a community must consider in establishing and guiding a successful tourism industry. Among the topics are selecting the type of tourism that is most appropriate for a community, the identification and utilization of necessary resources, and the regulation of tourism.

4. COURSE OBJECTIVES: Upon completion of this course, students are expected to be able to:

- A. discuss the importance of tourism policy.
- B. discuss potential tourism goals of a region or nation.
- C. explain tourism's role in overall community planning and development.
- D. cite examples of improper tourism planning and development.
- E. describe role of public and private sector in tourism planning and development.
- F. discuss strategies to maximize positive effects of tourism.
- G. explain barriers to international tourism and how to remove them.
- I. implement tourism planning methodologies.
- J. cite principles of tourism planning and development in case studies.

5. COURSE CONTENT: This course will examine the many factors that effect tourism, such as the environment, the economy, and the social fabric of the host community. Tourism policy provides the framework for decisions that follow. Tourism planning optimizes the results, and tourism development bring the plans to fruition in the most productive manner. Various principles of each will be

discussed, as well as several case studies of both successful and unsuccessful tourist destinations.

6. REQUIRED TEXTBOOK:

Edgell, D.L. (1990). International Tourism Policy. New York: Van Nostrand Reinhold.

Inskeep, E. (1994). National and Regional Tourism Planning. London: Routledge.

7. SCHEDULE: Regular class meetings will be held on twice weekly for an hour and twenty minutes each.

8. INSTRUCTOR'S OFFICE HOURS: Office is located in DC-30. Telephone number is 735-2530. Students may also leave a message in my distribution box (Stan McGahey) in the CBPA Office in A Building.

9. CALENDAR OF ASSIGNMENTS: Course content will be presented according to the following schedule:

Week #1: Introduction of the course, students, and instructor.

Week #2: Foundations of tourism policy.

Week #3: International tourism as a commercial activity.

Week #4: Political and foreign policy implications of international tourism.

Week #5: Intergovernmental organizations involving tourism.

Week #6: Barriers to international tourism for both individuals tourists and tourism companies.

Week #7: Mechanisms for removing barriers to international tourism.

Week #8: Review and mid-term exam.

Week #9: Socio-cultural problems of tourism.

Week #10: Policies on heritage tourism and environmental concerns.

Week #11: Projections and future tourism policy.

Week #12: Case studies: International tourism policies.

Week #13: Tourism planning methodologies.

Week #14: Case studies: 1) Tourism development plan of the Philippines; and 2) Development standards of the Philippines.

Week #15: Case studies: 1) Tourism planning in Bhutan; and 2) Tourism development strategy of Cyprus.

Week #16: Review and final exam.

10. TEACHING METHODOLOGIES: Lectures, class discussions, and videos will be the primary methods of instruction. Guest speakers from various tourism companies and organizations will also be invited as appropriate to share their experience and expertise with the students. Field trips will be arranged as appropriate.

11. LABORATORY METHODOLOGIES: None.

12. COURSE REQUIREMENTS: Students are expected to exhibit a genuine interest in the tourism industry. Since tourism is Guam's most important industry, most students have already acquired some familiarity with it. Prerequisite is MG351.

13. GRADING SYSTEM/EVALUATION METHODOLOGIES: The mid-term and final tests will count 40% each. Papers and attendance will count 20%.

14. CURRENT BIBLIOGRAPHY:

Blank, U. (1989). The Community Tourism Industry Imperative. State College, Pennsylvania: Venture Publishing.

Coltman, M. (1989). Travel & Tourism - An International Approach. New York: Van Nostrand Reinhold.

Burkart, A., & Medlik, S. (1981). Tourism. London: Heinemann.

de Kadt, E. (1979). Tourism - Passport to Development? London: Oxford University Press.

Edgell, D.L. (1990). International Tourism Policy. New York: Van Nostrand Reinhold.

Foster, D. (1992). VIP: An Introduction to Hospitality. Singapore: McGraw-Hill Book Co.

Fridgen, J. (1991). Dimensions of Tourism. East Lansing, Michigan: AHMA-EI.

Gunn, C.A. (1988). Tourism Planning. New York: Taylor & Francis.

Hudman, L. & Hawki, D. (1989). Tourism in Contemporary Society. Englewood Cliffs, New Jersey: Prentice-Hall.

Inskeep, E. (1994). National and Regional Tourism Planning. London: Routledge.

Khan, M., Olsen, M., & Var, T. (1993). VNR's Encyclopedia of Hospitality and Tourism. New York: Van Nostrand Reinhold.

Lavery, P., & Van Doren, C. (1990). Travel and Tourism - A North American Perspective. London: Elms Publications.

McIntosh, R., & Goeldner, C. (1986). Tourism - Principles, Practices, Philosophies. New York: John Wiley & Sons.

Mill, R. (1990). Tourism: The International Business. Englewood Cliffs, New Jersey: Prentice-Hall.

Murphy, P. (1985). Tourism - A Community Approach. New York: Methuen Publishing.

Pearce, D. (1989). Tourist Development (2nd edition). Essex, UK: Longman Scientific & Technical.

Starr, N. (1993). An Introduction to Travel, Tourism, and Hospitality. Boston: Houghton Mifflin Company.

Welford, R. (1995). Environmental Strategy and Sustainable Development. London: Routledge

Williams, A.M., & Shaw, G. (1988). Tourism and Economic Development. New York: Belhaven Press.

Witt, S., Brooke, M. & Buckley, P. (1991). The Management of International Tourism. London: Unwin Hyman.

*Subject to change

UNIVERSITY OF GUAM
REQUEST FOR NEW COURSES OR COURSE REVISION

1. TITLE: Social & Economic Impacts of Tourism

2. CATALOG NUMBER: MG488 (New courses may not duplicate active or inactive course numbers.)

REQUEST TYPE: ADDITION TO CURRICULUM
 SPECIAL NEEDS (Workshop, seminar, etc.)
 SUBSTANTIVE REVISION OF EXISTING COURSE # _____

LEVEL OF INSTRUCTION: UNDERGRADUATE GRADUATE BOTH

CREDIT HOURS: 3

IS THIS COURSE CROSS-LISTED WITH ANOTHER DEPARTMENT? No

IF SO, WHAT IS/ARE THE CROSS LISTED CATALOG NUMBER(S)? _____

WHAT SESSION(S) WILL THE COURSE BE OFFERED? FALL SPRING
 SUMMER ALL

WHAT WILL BE THE YEARLY CYCLE FOR THIS COURSE?
 ALL YEARS EVEN YEARS ODD YEARS 1 TERM ONLY

FIRST TERM AND YEAR CYCLE FOR THIS COURSE? Spring '97

LENGTH OF INSTRUCTION (WEEKS): 16 (One semester)

EFFECTIVE DATE FOR THE PUBLISHED CATALOG/BULLETIN: Fall '96

1. INSTRUCTION/ADVISOR CONSENT REQUIRED? YES NO

2. PREREQUISITE CATALOG #	PREREQUISITE COURSE TITLE
<u>MG351</u>	<u>Management of Organizations</u>
_____	_____
_____	_____
_____	_____
_____	_____

3. OTHER: _____

CATALOG DESCRIPTION: This course examines both the positive and negative impacts that tourism has on a community with emphasis on social and economic issues. Among the topics covered are disenfranchisement, the irridex, acculturation, commoditization, income distribution, employment, multiplier effects, and leakage. Prerequisite is MG351.

UNIVERSITY OF GUAM
COURSE OUTLINE

Course Number: MG488 College (or sponsoring Unit): CBPA

Course Title: Social & Economic Impacts of Tourism

Credit Hours: 3

Date of Final Approval: _____ Semester Offered: Spring

Course counts as: _____ general education requirement
X part of Management/Marketing/Tourism major
X part of Visitor Industry Management minor
X elective (Management)

1. CATALOG DESCRIPTION:

This course examines both the positive and negative impacts that tourism has on a community with emphasis on social and economic issues. Among the topics covered are disenfranchisement, the irridex, acculturation, commoditization, income distribution, employment, multiplier effects, and leakage. Prerequisite is MG351.

2. COURSE CONTENT:

This course will examine how tourism affects the basic lifestyle, customs, and culture of a community through the introduction of foreign tourists and their values, ideas, and money. It also examines the economic benefits of tourism in terms of how they can be maximized for the well-being of the local people, and how to avoid potential negative consequences.

3. RATIONALE FOR THE COURSE:

Tourism introduces many new forces into a community. The simple acknowledgement that these forces can provide long-term benefits or long-term problems is essential to the proper development of tourism. Especially in under-developed areas, the average citizen has the most to gain or lose from tourism development. Providing an awareness of these forces will help to guide proper development.

4. SKILLS AND BACKGROUND REQUIRED OR EXPECTED:

Students are expected to exhibit a genuine interest in the tourism industry. Since tourism is Guam's leading industry, most students have acquired some familiarity with it. Prerequisite is MG351.

5. TEACHING METHODOLOGIES AND ANTICIPATED CLASS SIZE:

Lectures, class discussions, and videos will be the primary methods of instruction. Guest speakers from various tourism companies and organizations will also be invited as appropriate to share their experience and expertise with the students. Field trips will be arranged as appropriate.

6. ADDITIONAL COURSE DESCRIPTIONS:

None.

7. LEARNING OBJECTIVES FOR STUDENTS:

Students will learn that all development, including tourism, impacts a destination and the people who live there. Students will learn to recognize the changes that tourism can bring to their community. They will learn to determine whether or not potential development will have a positive or negative impact and how they should guide it for their benefit.

8. METHODS OF EVALUATION:

1. Mid-term examination.....40%
2. Final examination (non-comprehensive).....40%
3. Term paper, other papers as required, attendance:...20%

9. REQUIRED AND RECOMMENDED TEXTS AND/OR STUDY GUIDES:

Mathieson, A., & Wall, G. (1984). Tourism Economic, Physical, and Social Impacts. New York: Longman Inc.

Bull, A. (1991). The Economics of Travel and Tourism. New York: John Wiley & Sons.

10. SUBSEQUENT COURSES:

Students interested in tourism should consider taking any of the other courses that lead to a minor in Visitor Industry Management or a major in International Tourism. MG486, Tourism Policy, Planning & Development, and MG489 Ecotourism & Sustainable Development, are particularly recommended.

THE CALENDAR OF ASSIGNMENTS, ATTENDANCE, AND GRADING POLICIES ARE TO BE INCLUDED IN THE COURSE SYLLABUS.
UNIVERSITY OF GUAM

UNIVERSITY OF GUAM
COLLEGE OF BUSINESS & PUBLIC ADMINISTRATION
MANAGEMENT, MARKETING, AND TOURISM DEPARTMENT
VISITOR INDUSTRY MANAGEMENT

Course Syllabus*

1. Course: MG488

2. Course Title: Social & Economic Impacts of Tourism

3. CATALOG DESCRIPTION: This course examines both the positive and negative impacts that tourism has on a community with emphasis on the social and economic impacts. Among the topics covered are disenfranchisement, the irridex, acculturation, income distribution, commoditization, employment, multiplier effects, and leakage. Prerequisite is MG351.

4. COURSE OBJECTIVES: Upon completion of this course, students are expected to be able to:

- A. explain the various ways that tourism impacts a destination and the people who live there.
- B. recognize the changes that tourism can bring to a community.
- C. form an opinion as to whether or not potential development will have a positive or negative impact
- D. explain how tourism leakage varies with different types of tourism development.
- E. explain terms such as the demonstration effect and irridex.
- F. discuss both positive and negative impacts tourists can have on host communities.
- G. explain a basic formula for tourism multiplier.
- H. describe various tourism enterprises.
- I. enumerate the special considerations of tourism investment.
- J. explain the trade off of economic progress and increased social costs that often result from tourism development.

5. COURSE CONTENT: This course will examine how tourism affects the basic lifestyle, customs, and culture of a community through the introduction of foreign tourists and their values, ideas, and

money. It also examines the economic benefits of tourism in terms of how they can be maximized for the well-being of the local people, and how to avoid potential negative consequences.

6. REQUIRED TEXTBOOKS:

Mathieson, A., & Wall, G. (1984). Tourism Economic, Physical, and Social Impacts. New York: Longman Inc.

Bull, A. (1991). The Economics of Travel and Tourism. New York: John Wiley & Sons.

7. SCHEDULE: Regular class meetings will be held on twice weekly for an hour and twenty minutes each.

8. INSTRUCTOR'S OFFICE HOURS: Office is located in DC-30. Telephone number is 735-2530. Students may also leave a message in my distribution box (Stan McGahey) in the CBPA Office in A Building.

9. CALENDAR OF ASSIGNMENTS: Course content will be presented according to the following schedule:

Week #1: Introduction of the course, students, and instructor.

Week #2: Conceptual framework of tourism.

Week #3: Economic characteristics of tourist industry.

Week #4: Multiplier effect and leakage.

Week #5: Tourism and the environment - a symbiotic relationship.

Week #6: Social impacts of tourism.

Week #7: Tourism and Moral conduct.

Week #8: Planning for tourism impacts.

Week #9: Review and mid-term exam.

Week #10: The economics of tourism demand.

Week #11: Tourism enterprises.

Week #12: Supplying travel and tourism products.

Week #13: Employment and income creations.

Week #14: Tourism balance of payments.

Week #15: Tourism Investment.

Week #16: Review and final exam.

10. TEACHING METHODOLOGIES: Lectures, class discussions, and videos will be the primary methods of instruction. Guest speakers from various tourism companies and organizations will also be invited as appropriate to share their experience and expertise with the students. Field trips will be arranged as appropriate.

11. LABORATORY METHODOLOGIES: None.

12. COURSE REQUIREMENTS: Students are expected to exhibit a genuine interest in the tourism industry. Since tourism is Guam's most important industry, most students have already acquired some familiarity with it. Prerequisite is MG351.

13. GRADING SYSTEM/EVALUATION METHODOLOGIES: The mid-term and final tests will count 40% each. Papers and attendance will count 20%.

14. CURRENT BIBLIOGRAPHY:

Blank, U. (1989). The Community Tourism Industry Imperative. State College, Pennsylvania: Venture Publishing.

Bull, A. (1991). The Economics of Travel and Tourism. New York: John Wiley & Sons.

Coltman, M. (1989). Travel & Tourism - An International Approach. New York: Van Nostrand Reinhold.

Cooke, A. (1994). The Economics of Leisure and Sport. New York: Routledge.

Burkart, A., & Medlik, S. (1981). Tourism. London: Heinemann.

Foster, D. (1992). VIP: An Introduction to Hospitality. Singapore: McGraw-Hill Book Co.

Fridgen, J. (1991). Dimensions of Tourism. East Lansing, Michigan: AHMA-EI.

Hudman, L. & Hawkins, D. (1989). Tourism in Contemporary Society. Englewood Cliffs, New Jersey: Prentice-Hall.

Khan, M., Olsen, M., & Var, T. (1993). VNR's Encyclopedia of Hospitality and Tourism. New York: Van Nostrand Reinhold.

Lavery, P., & Van Doren, C. (1990). Travel and Tourism - A North

American Perspective. London: Elms Publications.

Mathieson, A., & Wall, G. (1984). Tourism Economic, Physical, and Social Impacts. New York: Longman Inc.

McIntosh, R., & Goeldner, C. (1986). Tourism - Principles, Practices, Philosophies. New York: John Wiley & Sons.

Mill, R. (1990). Tourism: The International Business. Englewood Cliffs, New Jersey: Prentice-Hall.

Murphy, P. (1985). Tourism - A Community Approach. New York: Metheun Publishing.

Pye, E.A., & Lin, T. (1983). Tourism in Asia: The Economic Impact. Singapore: Singapore University Press.

Starr, N. (1993). An Introduction to Travel, Tourism, and Hospitality. Boston: Houghton Mifflin Company.

Williams, A.M., & Shaw, G. (1988). Tourism and Economic Development. New York: Belhaven Press.

Witt, S., Brooke, M. & Buckley, P. (1991). The Management of International Tourism. London: Unwin Hyman.

*Subject to change

UNIVERSITY OF GUAM
REQUEST FOR NEW COURSES OR COURSE REVISION

1. TITLE: International Tourism

2. CATALOG NUMBER: MG489 (New courses may not duplicate active or inactive course numbers.)

REQUEST TYPE: (X) ADDITION TO CURRICULUM
() SPECIAL NEEDS (Workshop, seminar, etc.)
() SUBSTANTIVE REVISION OF EXISTING COURSE # _____

LEVEL OF INSTRUCTION: (X) UNDERGRADUATE () GRADUATE () BOTH

CREDIT HOURS: 3

IS THIS COURSE CROSS-LISTED WITH ANOTHER DEPARTMENT? No

IF SO, WHAT IS/ARE THE CROSS LISTED CATALOG NUMBER(S)? _____

WHAT SESSION(S) WILL THE COURSE BE OFFERED? (X) FALL () SPRING
() SUMMER () ALL

WHAT WILL BE THE YEARLY CYCLE FOR THIS COURSE?
() ALL YEARS (X) EVEN YEARS () ODD YEARS () 1 TERM ONLY

FIRST TERM AND YEAR CYCLE FOR THIS COURSE? Fall '96
LENGTH OF INSTRUCTION (WEEKS): 16 (One semester)

EFFECTIVE DATE FOR THE PUBLISHED CATALOG/BULLETIN: Fall '96

1. INSTRUCTION/ADVISOR CONSENT REQUIRED? () YES (X) NO

2. PREREQUISITE CATALOG #	PREREQUISITE COURSE TITLE
<u>MG351</u>	<u>Management of Organizations</u>
_____	_____
_____	_____
_____	_____
_____	_____

3. OTHER: _____

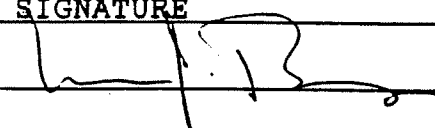
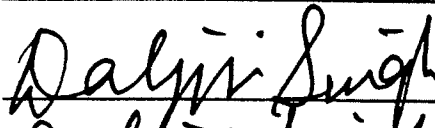
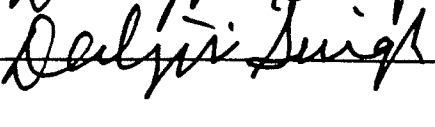
CATALOG DESCRIPTION: This course examines the dynamics of international tourism from various management perspectives. Special emphasis is placed on the market characteristics and distribution channels of inbound-outbound tourism affecting the Pacific Rim. Prerequisite is MG351.

DESCRIBE LIBRARY RESOURCES AVAILABLE TO SUPPORT COURSE:

UOG's RFK Library has virtually no books or journals to support this or any other tourism-related course. A request for funding to purchase necessary materials is included in the AY96-97 budget for the Department of Management, Marketing, and Tourism (CBPA). Tourism-related library resources are available at the Guam Visitors Bureau and the Guam Community College.

ADDITIONAL INFORMATION: The professor responsible for this new course request has a significant library of books and journals. Some were purchased using his professional development funds in AY93-94 through the College of Business and Public Administration. Most are part of his personal collection which is also available to students and other faculty. This collection includes several hundred books, and eight tourism journals.

APPROVAL RECOMMENDED BY:

UNIT	SIGNATURE	DATE
Department/Division Chair		25 Feb 96
Graduate Program Chair (If Applicable)		
Chair, Unit's Academic Affairs		2/26/96
Dean of College/Unit		2/26/96
Chair, General Education Committee (If Applicable)		
Chair, Graduate Council (If Applicable)		
Dean, Graduate School & Research (If Applicable)		
Chair, University Academic Affairs Committee		

7. APPROVED:

Academic Vice President

Date

UNIVERSITY OF GUAM
COURSE OUTLINE

Course Number: MG489 College (or sponsoring Unit): CBPA

Course Title: International Tourism Credit Hours: 3

Date of Final Approval: _____ Semester Offered: Fall

Course counts as: general education requirement
 X part of Management/Marketing/Tourism major
 X part of Visitor Industry Management minor
 X elective (Management)

1. CATALOG DESCRIPTION:

This course examines the dynamics of international tourism from various management perspectives. Special emphasis is placed on the market characteristics and distribution channels of inbound-outbound tourism affecting the Pacific Rim. Prerequisite is MG351.

2. COURSE CONTENT:

This course examines international tourism as one of the main contributors to the world economy. Various management practices are discussed as they apply to this recent phenomenon. A close look is taken at the interaction of inbound and outbound tourism within the Pacific Rim and their roles in the national and regional economies. Organizations which play leading roles in tourism policy and development are also discussed.

3. RATIONALE FOR THE COURSE:

The economies of Guam and the island nations of Micronesia are almost entirely based on international tourism. Tourism is also a major force in many other countries around the world. The importance of tourism is predicted to grow as we enter the 21st century. Understanding international tourism as a major component of international business and trade is essential to regional economic well-being and competitiveness.

4. SKILLS AND BACKGROUND REQUIRED OR EXPECTED:

Students are expected to exhibit a genuine interest in the tourism industry. Since tourism is Guam's leading industry, most students have acquired some familiarity with it. Prerequisite is MG351.

5. TEACHING METHODOLOGIES AND ANTICIPATED CLASS SIZE:

Lectures, class discussions, and videos will be the primary methods of instruction. Guest speakers from various tourism companies and organizations will also be invited as appropriate to share their experience and expertise with the students. Field trips will be arranged as appropriate.

6. ADDITIONAL COURSE DESCRIPTIONS: None.

7. LEARNING OBJECTIVES FOR STUDENTS:

Students will learn to trace the development of international tourism, discuss the major outbound markets of Northeast Asia, discuss the major inbound destinations of the Pacific Rim, explain market segments and characteristics, explain tourist flows and trends, describe how the international tourism system functions, and explain trends in international tourism management.

8. METHODS OF EVALUATION:

1. Mid-term examination.....40%
2. Final examination (non-comprehensive).....40%
3. Term paper, other papers as required, attendance....20%

9. REQUIRED AND RECOMMENDED TEXTS AND/OR STUDY GUIDES:

Witt, S.F., Brooke, M.Z., & Buckley, P.J. (1991). The Management of International Tourism. London: Unwin Hyman.

Articles from tourism journals and trade magazines will be utilized to supplement the main text and update trends and statistics.

10. SUBSEQUENT COURSES:

Students should consider taking any of the other courses leading to a minor in Visitor Industry Management or a major in International Tourism.

THE CALENDAR OF ASSIGNMENTS, ATTENDANCE, AND GRADING POLICIES ARE TO BE INCLUDED IN THE COURSE SYLLABUS.

UNIVERSITY OF GUAM
COLLEGE OF BUSINESS & PUBLIC ADMINISTRATION
MANAGEMENT, MARKETING, AND TOURISM DEPARTMENT
VISITOR INDUSTRY MANAGEMENT

Course Syllabus*

1. Course: MG489

2. Course Title: International Tourism

3. CATALOG DESCRIPTION: This course examines the dynamics of international tourism from various management perspectives. Special emphasis is placed on the market characteristics and distribution channels of inbound-outbound tourism affecting the Pacific Rim. Prerequisite is MG351.

4. COURSE OBJECTIVES: Upon completion of this course, students are expected to be able to:

- A. trace the development of international tourism.
- B. discuss major outbound markets in Northeast Asia.
- C. discuss major inbound destinations in the Pacific Rim.
- D. describe market segments and characteristics.
- E. explain tourist flows and trends.
- F. describe how the international tourism system functions.
- G. explain trends in international tourism management.
- I. name major companies in the different tourism sectors.
- J. explain main issues in international tourism agreements.
- K. plan annual calendar of international tourism promotions.
- L. name and describe purpose of major international tourism organizations.
- M. locate relevant articles in international tourism journals.

5. COURSE CONTENT: This course examines international tourism as one of the main contributors to the world and regional economies. Various management practices are discussed as they apply to this

recent phenomena. A close look is taken the interaction of inbound and outbound tourism within the Pacific Rim and their roles in the national and regional economies. Organizations which play leading roles in tourism policy and development are also discussed.

6. REQUIRED TEXTBOOK: The main text will be The Management of International Tourism, by Stephen F. Witt, Michael Z. Brooke, and Peter J. Buckley. It will be supplemented by various journal articles and reports as appropriate.

7. SCHEDULE: Regular class meetings will be held on twice weekly for an hour and twenty minutes each.

8. INSTRUCTOR'S OFFICE HOURS: Office is located in DC-30. Telephone number is 735-2530. Students may also leave a message in my distribution box (Stan McGahey) in the CBPA Office in A Building.

9. CALENDAR OF ASSIGNMENTS: Course content will be presented according to the following schedule:

Week #1: Introduction of the course, students, and instructor.

Week #2: The environment of international tourism.

Week #3: The international tourism industry.

Week #4: Tourism demand, segments, and promotions.

Week #5: Methods of operations in the international tourism industry.

Week #6: The international marketing of tourism.

Week #7: Finance, control, and investment decisions.

Week #8: Organization and staffing.

Week #9: Review and Mid-Term Test.

Week #10: Research and innovation.

Week #11: Corporate strategies for international tourism.

Week #12: International tourism: the future.

Week #13: Tourism destinations and flows.

Week #14: Travel distribution systems.

Week #15: International tourism organization.

Week #16: Review and Final Test.

10. TEACHING METHODOLOGIES: Lectures, class discussions, and videos will be the primary methods of instruction. Guest speakers from various tourism companies and organizations will also be invited as appropriate to share their experience and expertise with the students. Field trips will be arranged as appropriate.

11. LABORATORY METHODOLOGIES: None.

12. COURSE REQUIREMENTS: Students are expected to exhibit a genuine interest in the tourism industry. Since tourism is Guam's most important industry, most students have already acquired some familiarity with it. Prerequisite is MG351.

13. GRADING SYSTEM/EVALUATION METHODOLOGIES: The mid-term and final tests will count 40% each. Papers and attendance will count 20%.

14. CURRENT BIBLIOGRAPHY:

Blank, U. (1989). The Community Tourism Industry Imperative. State College, Pennsylvania: Venture Publishing.

Coltman, M. (1989). Travel & Tourism - An International Approach. New York: Van Nostrand Reinhold.

Burkart, A., & Medlik, S. (1981). Tourism. London: Heinemann.

Foster, D. (1992). VIP: An Introduction to Hospitality. Singapore: McGraw-Hill Book Co.

Fridgen, J. (1991). Dimensions of Tourism. East Lansing, Michigan: AHMA-EI.

Hudman, L. & Hawkins, D. (1989). Tourism in Contemporary Society. Englewood Cliffs, New Jersey: Prentice-Hall.

Khan, M., Olsen, M., & Var, T. (1993). VNR's Encyclopedia of Hospitality and Tourism. New York: Van Nostrand Reinhold.

Lavery, P., & Van Doren, C. (1990). Travel and Tourism - A North American Perspective. London: Elms Publications.

Lundberg, D.E., & Lunberg, C.B. (1993). International Travel and Tourism. New York: John Wiley & Sons.

McIntosh, R., & Goeldner, C. (1986). Tourism - Principles.

Practices, Philosophies. New York: John Wiley & Sons.

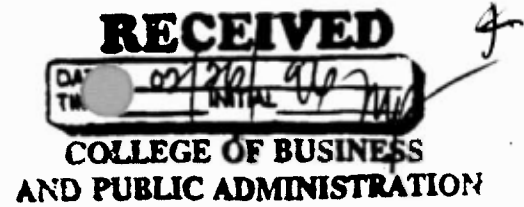
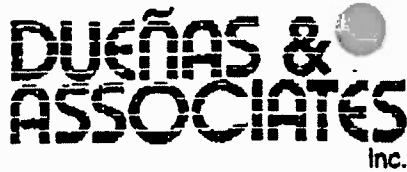
Mill, R. (1990). Tourism: The International Business. Englewood Cliffs, New Jersey: Prentice-Hall.

Murphy, P. (1985). Tourism - A Community Approach. New York: Metheun Publishing.

Starr, N. (1993). An Introduction to Travel, Tourism, and Hospitality. Boston: Houghton Mifflin Company.

Witt, S., Brooke, M. & Buckley, P. (1991). The Management of International Tourism. London: Unwin Hyman.

*Subject to change



FACSIMILE TRANSMISSION

February 26, 1996

Dr. Daljit Singh
Acting Dean
College of Business
& Public Administration
University of Guam
UOG Station
Mangilao, Guam 96923
Fax: 734-5362

Subject: Brief Comments on Proposal for Major in International Tourism (B.B.A.).

Dear Dr. Singh:

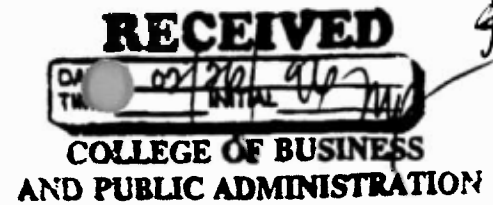
I feel that the B.B.A. in International Tourism represents an appropriate offering by the University of Guam and seems workable. My concerns lie with faculty diversity and the lack of references in the subject matter. I do not want to see a program where the majority of courses are taught by a single faculty member; there must be diversity of viewpoints. The plan to use adjunct faculty is good, subject to each potential instructor having the appropriate credentials and hands-on experience.

Based on the present budget of the University of Guam, I find it hard to imagine that the R.F.K. Memorial Library will have any spare funds to purchase references for a new program. The adequacy of the library holdings for majors is also an accreditation issue. Somehow, the University must free funds for the needed references.

Sincerely yours,

ROY T. TSUDA
Professor Emeritus, UOG
& Member, CBPA's
Community Advisory Committee

**DUEÑAS &
ASSOCIATES**
Inc.



FACSIMILE TRANSMISSION

February 26, 1996

Dr. Daljit Singh
Acting Dean
College of Business
& Public Administration
University of Guam
UOG Station
Mangilao, Guam 96923
Fax: 734-5362

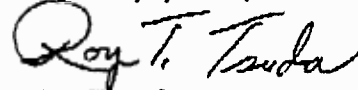
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I feel that the B.B.A. in International Tourism represents an appropriate offering by the University of Guam and seems workable. My concerns lie with faculty diversity and the lack of references in the subject matter. I do not want to see a program where the majority of courses are taught by a single faculty member; there must be diversity of viewpoints. The plan to use adjunct faculty is good, subject to each potential instructor having the appropriate credentials and hands-on experience.

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Sincerely yours,



ROY T. TSUDA
Professor Emeritus, UOG
& Member, CBPA's
Community Advisory Committee

SIGN IN SHEET COMMITTEE ON TOURISM & TRANSPORTATION

SUBJECT: Public Hearing
Thursday April 4, 1996 9:00 a.m.
Bill No. 569

DATE:

NAME	POSITION/ TITLE	DEPARTMENT	TESTIMONY ORAL/WITTEN	IN FAVOR/ OPPOSED
William J. Bradberry	Associate Professor	UCG	Oral -	Favor
[Signature]	Citizen		Oral	Favor
[Signature]	Bldg Repnt	HOG	Oral	Favor
[Signature]	President	GCC	both	Favor

PAC

NOTICE OF PUBLIC HEARING

Senator John Perez Aguon



Chairman
Committee on
Tourism & Transportation
23rd Guam Legislature

Thursday, April 4, 1996

Public Hearing Room, Guam Legislature

BILL NO. 569 - AN ACT TO APPROPRIATE THREE HUNDRED THIRTY SEVEN THOUSAND FIVE HUNDRED TWENTY FIVE DOLLARS (\$337,525) FROM THE FISCAL YEAR 1996 SURPLUS OF THE TOURIST ATTRACTION FUND TO THE UNIVERSITY OF GUAM TO ESTABLISH THE INTERNATIONAL TOURISM MANAGEMENT PROGRAM AND TO FUND THE PROGRAM FOR FISCAL YEARS 1996 AND 1997.

The public is invited to express their views

NOTICE OF PUBLIC HEARING

SENATOR
JOHN PEREZ AGUON



CHAIRMAN
COMMITTEE ON TOURISM & TRANSPORTATION

23RD GUAM LEGISLATURE

OFFICE: 479 W. O'Brien Drive · Suite 301 · Bank of Guam, Santa Cruz · Agana
MAIL: 155 Hesler St. · Agana, Guam · 96910 · (671)472-3570/1/2 · Fax: (671)477-8358

The Honorable Carl T. C. Gutierrez
Governor of Guam
Adelup Complex
Agana, Gu. 96910

March 25, 1996

Routed by Robert

ACKNOWLEDGEMENT RECEIPT

Received By *L. Agan*

Time *11:25 a.m.*

Date *3/26/96*

Dear Governor Gutierrez,

Hafa Adai! Please be advised that the Committee on Tourism & Transportation has scheduled a public hearing for 9 a.m., on Thursday, April 4, 1996, in the Legislative Public Hearing Room, 155 Hessler Place, Pacific Arcade Building, Agana on the following:

BILL 569: AN ACT TO APPROPRIATE THREE HUNDRED THIRTY SEVEN THOUSAND FIVE HUNDRED TWENTY FIVE DOLLARS (\$337,525) FROM THE FISCAL YEAR 1996 SURPLUS OF THE TOURIST ATTRACTION FUND TO THE UNIVERSITY OF GUAM TO ESTABLISH THE INTERNATIONAL TOURISM MANAGEMENT PROGRAM AND TO FUND THE PROGRAM FOR FISCAL YEARS 1996 AND 1997.

I cannot reiterate the importance of your office's participation in this public hearing and I will be looking forward to receiving your testimony.

A copy of the bill is attached for your easy referral. Please bring twenty copies of your written testimony to the hearing. Si Yuus Maase!

Sincerely yours,

John Perez Agun

JOHN PEREZ AGUON

Enclosure
Bill 569

LIST OF INVITEES

Dr. John Salas
University of Guam
UOG Station
Mangilao, Gu. 96923

Dr. Daljit Singh
Interim Dean and Professor of Public
Administration
CBPA
University of Guam
UOG Station
Mangilao, Gu. 96923

Dr. Stan McGahey
CBPA
University of Guam
UOG Station
Mangilao, Gu. 96923

Dr. William J. Bradberry
CBPA
University of Guam
UOG Station
Mangilao, Gu. 96923

Dr. John Cruz
President
Guam Community College
P. O. Box 23069
GMF, Gu. 96923

Suzanne Billings
Guam Community College
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GMF, Gu. 96923

Joseph DeTorres
Department of Education
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Agana, Gu. 96910

James Nelson
Guam Visitors Bureau
401 Pale San Vitores
Tumon, Gu. 96931

Jimmy Dee
Chairperson
Guam Visitors Bureau
401 Pale San Vitores
Tumon, Gu. 96931

David Tydingco
Guam Hotel and Restaurant
Association
106 Hengi Plaza
Tamuning, Gu. 96931

Erol Miftahittin
Guam Hotel and Restaurant
Association
106 Hengi Plaza
Tamuning, Gu. 96931

Eloise Baza
Chamber of Commerce
P. O. Box 283
Agana, Gu. 96910

Eduardo J. Calvo
Chairperson
Chamber of Commerce
P. O. Box 283
Agana, Gu. 96910

Governor Carl T. C. Gutierrez
Adelup Complex
Agana, Gu. 96910



COMMITTEE ON RULES

Twenty-Third Guam Legislature
155 Hesler St., Agana, Guam 96910

Handwritten signature

March 25, 1996

MEMORANDUM

TO: Chairman, Committee on Tourism and Transportation

FROM: Chairman, Committee on Rules

SUBJECT: Referral - Bill No. 569

The above Bill is referred to your Committee as the principal committee. Please note that the referral is subject to ratification by the Committee on Rules at its next meeting. It is recommended you schedule a public hearing at your earliest convenience.

Handwritten signature of Sonny Lujan Orsini
SONNY LUJAN ORSINI

Attachment:

00/000

TWENTY-THIRD GUAM LEGISLATURE
1996 (SECOND) Regular Session

Bill No. 569

Introduced By:

J. P. AGUON
A. R. UNPINGCO

AN ACT TO APPROPRIATE THREE HUNDRED THIRTY SEVEN THOUSAND FIVE HUNDRED TWENTY FIVE DOLLARS (\$337,525) FROM THE FISCAL YEAR 1996 SURPLUS OF THE TOURIST ATTRACTION FUND TO THE UNIVERSITY OF GUAM TO ESTABLISH THE INTERNATIONAL TOURISM MANAGEMENT PROGRAM AND TO FUND THE PROGRAM FOR FISCAL YEARS 1996 AND 1997.

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

2 SECTION 1. **Legislative findings and intent.** Public Law 19-30, which
3 became law on October 26, 1988, appropriated a total of nearly \$300,000 from
4 the Tourist Attraction Fund to the Department of Education, Guam
5 Community College, and the University of Guam, to provide for the
6 development and expansion of tourism-related programs. This public law set
7 the stage for the "2+2+2" program, which should allow students to begin
8 their visitor industry training with two years in high school, two more years
9 at the community college level, and carry those credits on to the university
10 level for the final two years, leading to a degree in a tourism-related field.

11 P.L. 19-30 found that "education is the key component in the preparation
12 of a skilled labor force and the development of human resources." As the
13 military reduces its presence on Guam, the visitor industry has become the

1 major engine driving our economy. It is critical that we provide training for
2 our workforce to fill the growing demands of the industry. Its phenomenal
3 growth in the last 25 years has resulted in a lack of an educated and trained
4 work force to meet the expanding demand, especially for middle
5 management positions.

6 Although the high school and community college levels have been in place
7 for several years, the University of Guam had not addressed the need for a
8 degree program in Guam's most important industry until the proposal for a
9 degree program in international tourism was approved by the College of
10 Business and Public Administration in March, 1996.

11 It is therefore the intent of the Legislature to implement the final phase
12 of the "2+2+2" program and provide an appropriation for the development
13 of the International Tourism Program at the University of Guam.

14 **SECTION 2. Appropriation.** The sum of THREE HUNDRED THIRTY
15 SEVEN THOUSAND FIVE HUNDRED TWENTY FIVE DOLLARS
16 (\$337,525) are appropriated from the Tourist Attraction Fund to the
17 University of Guam for the International Tourism Program for Fiscal Years
18 1996 and 1997.

Introduced

APR 15 1996

TWENTY-THIRD GUAM LEGISLATURE
1996 (SECOND) Regular Session

Bill No. 569 (L.S)

Introduced By:

J. P. AGUON
A. R. UNPINGCO

AN ACT TO APPROPRIATE THREE HUNDRED THIRTY SEVEN THOUSAND FIVE HUNDRED TWENTY FIVE DOLLARS (\$337,525) FROM THE FISCAL YEAR 1996 SURPLUS OF THE TOURIST ATTRACTION FUND TO THE UNIVERSITY OF GUAM TO ESTABLISH THE INTERNATIONAL TOURISM MANAGEMENT PROGRAM AND TO FUND THE PROGRAM FOR FISCAL YEARS 1996 AND 1997.

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