

OFFICE OF THE GOVERNOR
GOVERNMENT OF GUAM
AGANA, GUAM

EXECUTIVE ORDER NO. 85-12

WHEREAS, the Territory of Guam possesses amazing natural beauty, historically significant sites, cultural resources and a population whose ethnic diversity and rich traditions are attractive to visitors; and

WHEREAS, these assets should be preserved and nurtured, not only because they are appreciated by other Americans and by visitors from other lands, but because they are valued by Guam's own residents; and

WHEREAS, tourism provides economic well-being by contributing to employment generating income for local businesses and increasing international trade; and

WHEREAS, tourism is an indispensable educational tool for personal growth which teaches residents about Guam's geography and history, their political institutions, their cultural resources, their environment, and about each other; and

WHEREAS, tourism instills pride and sense of common interest among Guam's people; and

WHEREAS, tourism enhances the quality of life of Guam's residents by affording opportunities for escape from workplace stress, recreation and new life experiences; and

WHEREAS, tourism promotes international understanding and goodwill, and contributes to intercultural appreciation; and

WHEREAS, appreciation of Guam's cultural, architectural, technological and industrial achievements; and

WHEREAS, the development of tourism is in the interest of the people of Guam; and

WHEREAS, tourism must develop in an orderly manner in order to provide the maximum benefit to Guam and its residents; and

WHEREAS, a tourism policy is essential if tourism is to grow in an orderly way; and

WHEREAS, THE Government of Guam has a vital concern in promoting tourism as a beneficial and worthwhile interest to the People of Guam; and

WHEREAS, the United States government, under the Reagan Administration, has actively promoted the development of tourism policies; and

WHEREAS, the Under Secretary for Travel and Tourism for the United States Department of Commerce, has corresponded with the Government of Guam to establish a tourism policy, similar to that contained in the National Tourism Policy Act; and

NOW, THEREFORE, I, RICARDO J. BORDALLO, Governor of Guam, by virtue of the authority vested in me by the Organic Act, and the laws of the United States and Guam, do hereby order as follows:

1. That the Tourism Policy of the Territory of Guam shall be to:
 - (a) encourage the orderly growth and development of tourism to and within Guam;
 - (b) foster the development of an aware and informed electorate by encouraging residents of Guam to (1) visit the Guam Legislature and the Governor's Office; (2) observe their elected representatives in action; and (3) learn more about their political institutions;
 - (c) instill a sense of history in Guam's young people by (1) encouraging family visits to historic sites, and (2) promoting the preservation and/or restoration of historic sites, trails, buildings and districts, which form a part of the heritage and belong in Guam's inventory of tourism resources;
 - (d) promote the mental and physical health and well-being of the Guamanian people by encouraging them to take advantage of outdoor recreation opportunities within Guam;
 - (e) develop and strengthen a sense of common interest among the residents of Guam by encouraging them to visit each other's communities and discover each other's traditions and ways of life;
 - (f) increase national and international awareness of Guam's cultural contributions by encouraging attendance at orchestral, operatic, dramatic and other productions by artistic groups performing in Guam;
 - (g) cultivate new opportunities for intra-and interstate commerce by encouraging local fairs so that visitors may learn more about local products and crafts;

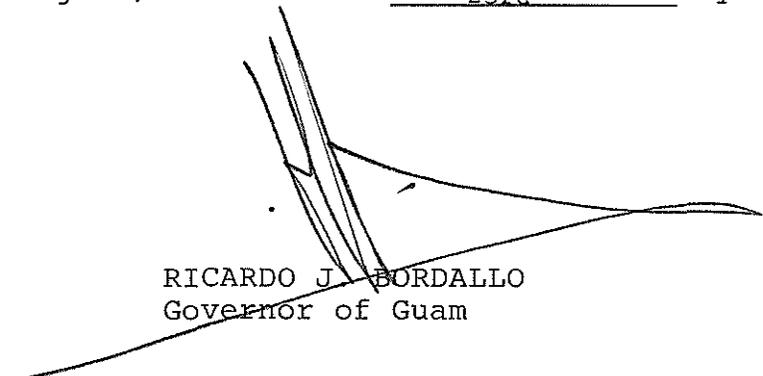
- (h) nurture the talents and strengthen the economic independence Guam's residents by encouraging (1) the preservation of traditional craft skills; (2) the production of handicrafts and folk art could have special appeal to visitors; (3) the holding of craft demonstrations;
- (i) provide visitors to Guam with a hospitable reception;
- (j) ensure the safety of visitors, the security of their belongings, and the protection of their rights as consumers;
- (k) afford visitors and resident the best possible conditions of public sanitation;
- (l) provide every visitor with swift access to justice and to the administrative and legal procedures and guarantees necessary for the protection of his/her rights;
- (m) facilitate tourism to and within Guam by developing essential tourism infrastructure, such as airports and highway; providing investment incentives to the tourism industry; and encouraging local planners to plan for tourist needs and capitalize on local tourism resources;
- (n) develop a better understanding among Guam's residents and civil servants of the importance of tourism to Guam's economy, including the development and maintenance of an adequate tourism research and data base, encourage the holding of conventions, trade shows and expositions in the centers for such events, and foster a spirit of hospitality and friendliness toward visitors;
- (o) promote tourism in a manner which will foster visitors understanding and respect for the religious beliefs, customs and ethnic traditions of Guam;
- (p) monitor tourism impact on the basic human rights of Guam's residents and ensure equal access by visitors and residents to public recreation resources;
- (q) ensure the protection of wildlife and natural resources and the preservation of geological, archaeological and cultural treasures in tourist areas.

2. That there is hereby created a Tourism Policy Council, to be comprised of no less than five (5) members, and no more than fifteen (15) members. The Council shall consist of a representative to be chosen from the Guam Economic Development Authority, the Port Authority of Guam, the Guam Environmental Protection Agency, the Guam Bureau of Planning, the Department of Public Works, the Department of Parks and Recreation, the Department of Commerce, a representative from the Guam Legislature, a village Commissioner, and a Special Assistant to the Governor. The duties of the Council shall include:

- (a) advising and assisting in developing major tourism marketing policies, and coordinate government tourism programs with local and regional promotional organizations, including the Guam Visitors Bureau;
 - (b) acting as a legislative review group, to identify existing legislation which may inhibit or impede tourism or the development of tourism infrastructure;
 - (c) recommend and prepare, for submission to the Legislature, such legislation or legislative amendments as may be necessary to remove such impediments and encourage orderly tourism growth, consistent with the protection of Guam's natural resources;
 - (d) act as an advisory review group whose functions will be to identify Government of Guam regulations and policies which may impede tourism, and to recommend and prepare, for guidance to the Guam Visitors Bureau, such regulations or revisions as may be necessary to remove or reduce such impediments and encourage orderly tourism growth, consistent with the protection of Guam's natural resources.
3. That the Tourism Policy Council shall be an advisory and regulatory group to ensure that:
- (a) departments shall take necessary measures, including the development of public information materials, to enlist visitor cooperation in Guam's efforts to protect wildlife and natural resources from over-use and destruction;
 - (b) the Department of Public Works shall keep Guam's highways and bridges maintained, in order to facilitate tourism within Guam;
 - (c) the Guam Economic Development Authority is directed to cooperate with appropriate Federal, regional, and local agencies, including the Guam Visitors Bureau, and authorities to develop Guam's tourism infrastructure;
 - (d) the Department of Parks and Recreation shall work to preserve and restore historic sites with tourist appeal;
 - (e) the Department of Public Health and Social Services shall enforce standards of sanitation at tourist rest stops and in Guam's parks, lodges, restaurants and other facilities operated for the traveler by the Government of Guam or concessionaires of the Government of Guam, or concessionaires in the private sector;
 - (f) it shall be the duty of the Department of Public Safety personnel and all other Government of Guam employees to receive every visitor with courtesy and hospitality;
 - (g) the Department of Education, University of Guam and the Guam Community College are charged with developing programs to improve career preparation in tourism and upgrade the quality of service by hospitality employees. In public schools, tourism training should be available on the same basis as for other industries, such as agriculture, and the building trades;

- (h) the Department of Labor shall develop tourism training programs and otherwise assist in the development of a highly qualified tourism workforce.
4. That the Council, due to the significant government interest in promoting tourism, shall advise the Guam Visitors Bureau, a public corporation, regarding all areas of tourism. The Council shall advise the Guam Visitors Bureau, especially to:
- (a) develop and implement an effective marketing strategy to perpetuate continual growth in our tourism industry;
 - (b) develop and implement a plan for financing due to infrastructure development or increased future expenses;
 - (c) act as a legislative review group whose functions will be to (1) identify existing local legislation which may inhibit or impede tourism on the development of tourism infrastructure, and (2) recommend and prepare, for submission to the legislature, such legislation or legislative amendments as may be necessary to remove such impediments and encourage orderly tourism growth, consistent with protection of the island's natural resources;

SIGNED AND PROMULGATED at Agana, Guam this 23rd day
of August, 1985.



RICARDO J. BORDALLO
Governor of Guam

COUNTERSIGNED:



EDWARD D. REYES
Lieutenant Governor of Guam