



Guam Visitors Bureau

Tour Guide Certification Training
(Day 3 & 4)



Course Schedule



Day 1: Part A – Guam History, Geography

Day 2: Part A – Culture, Historical & Scenic Sites

Day 3: Part B – Tour Guide Principles, Rules & Regulations

Day 4: Part B – Tour Operations, Customer Service, Security

Day 5: Part A-B – Review & Exam

Day 6: Part A-B – Special Project – My Island Tour

Day 7: Part A-B – Public Speaking, Review & Re-Exam

Course Content

Part B – Principles of Tour Guiding

- 2.1 Rules & Regulations
- 2.2 Characteristics of a Tour Guide – types (different markets), conduct, & ethics
- 2.3 Tour Operations – Daily routines, tasks, preparation, guiding & reports
- 2.4 Customer Service – Satisfying customers' needs & expectations
- 2.5 Safety & Security – Emergencies, Homeland Security issues
- 2.6 Communications & Public Speaking – Presentation skills & tour site knowledge
- 2.7 Review, presentation & exam



Rules & Regulations

Public Law 24-106

(http://202.128.4.46/Public_Laws_24th/P.L.%2024-106.pdf)

- Section 3201: Purpose of Regulations: **Enhance the professionalism of the most visible occupation**
- Section 3202: Scope of Procedure: **Governs actions taken in the implementation**
- Section 3203: Definitions: *GVB; Person; Day; Tour Operator; Tour Guide*
- Section 3204: Requirements for Tour Operators: **Submit certification of eligibility**
- Section 3205: Requirements for Tour Guides: **Produce evidence of passing the training**

GVB Tour Guide Certification Training



This module provides an overview of the public law, rules and regulations that governs the program. Upon successful completion of the module, you will be able to:

- Answer basic questions relating to PL 24-106.
- Understand the basics of the rules and regulations as it applies to the program.
- Provides an understanding of the intention of the public law.

Keywords to Think About...

GVB, Tour Operator, Tour Guide, requirements, scope of procedure, certification

The most meaningful portions which are:

Section **3201**: Purpose: Enhance the professionalism of the most visible occupation on Guam

Section **3202**: Scope of Procedure: governs actions taken in the implementation (of the law)

Section **3204**: Requirements for Tour Operators: submit certification of eligibility

Section **3205**: Requirements for Tour Guides: produce evidence of training (passed)



Rules & Regulations

Public Law 24-106

http://202.128.4.46/Public_Laws_24th/P.L.%2024-106.pdf

- Section 3206: Application: *obtainable from GVB*
- Section 3207: Issuance: *permanent certification badge*
- Section 3208: Denial: *notified by mail specifying reason for refusal*

GVB Tour Guide Certification Training



Section **3206**: Application: obtainable from GVB
Section **3207**: Issuance: permanent certification badge
Section **3208**: Denial: notified by mail specifying reason
for refusal



Rules & Regulations

Public Law 24-106

(http://202.128.4.46/Public_Laws_24th/P.L.%2024-106.pdf)

- Section **3209**: Terms/Renewal Application: **Three (3) years**
- Section **3210**: Fee: **Established by GVB – payable at time of application and/or renewal**
- Section **3211**: Condition of Issuance: **Required to pass test of proficiency in language of choice**
- Section **3212**: Official Certification Badge: **Issued and indicating language of choice**
- Section **3213**: Compliance to Rules: **Shall comply with all conditions**



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Rules & Regulations

Public Law 24-106

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- Section 3214: Violations: ***GVB may refuse renewal; 1st offense recommend revocation/suspension not more than one (1) year; misrepresentation fine of NLT \$1K – NMT \$5K; subsequent offences NLT \$1K NMT \$10K; 3 or more written “action” complaints with review GVB panel may revoke certification; violation of Guam or US laws construed as violation of rules & regulations***
- Section 3215: Notice of Intention: *GVB shall provide in writing before recommending; revoke or suspend; specify date NLT thirty (30) after date of notice for time and date of hearing*



Section 3214: Violations: GVB may refuse renewal;

- ***1st offense recommend revocation/suspension not more than one (1) year;***
- ***misrepresentation fine of NLT \$1K – NMT \$5K;***
- ***subsequent offences NLT \$1K NMT \$10K;***
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Rules & Regulations

Public Law 24-106

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- Section 3216: Notice of Action: *GVB shall notify; written notice; citation issued for violation(s)*
- Section **3217**: Responsibilities of Certified Tour Guides: ***If a certification has been revoked or suspended, the official badge must be returned to GVB***
- Section **3218**: Employer's Responsibilities: ***Not employ any individual not holder of certification badge (with specific authorized language)***
- Section 3219: Authorized Agents: *Individual authorized by GVB*



- Section 3216: Notice of Action: GVB shall notify; written notice; citation issued for violation(s)
- Section **3217**: Responsibilities of Certified Tour Guides: ***If a certification has been revoked or suspended, the official badge must be returned to GVB***
- Section **3218**: Employer's Responsibilities: ***Not employ any individual not holder of certification badge (with specific authorized language)***
- Section 3219: Authorized Agents: Individual authorized by GVB



Rules & Regulations

Public Law 24-106

(http://202.128.4.46/Public_Laws_24th/P.L.%2024-106.pdf)

- Section 3220: Notice: *For every notice given/served by on any person*
- Section **3221**: Rules of Conduct for Tour Guide: ***Display official badge; submit required information; permit inspection; conduct tour only in specific authorized language***
- Section 3222: Severability: *if declared to be invalid by a court of law, regulations shall not be affected*



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Public Law 24-106 Definition *Tour Guide & Tour Operator*

Public Law 24-106
http://202.128.4.46/Public_Laws_24th/PL.%2024-106.pdf

- **TOUR OPERATOR** means any person who, for compensation of any kind, engages in a business as a tour guide as defined in this Section or who employs one or more tour guides.
- **TOUR GUIDE** means any individual who, for compensation of any kind, undertakes to guide, direct, lead or conduct tours and who, while undertaking such duties, explains to or informs tourists of the history and culture of Guam, or directs tourists to scenic, cultural or historic sites on Guam or leads tour groups while the same are on conducted shopping tours on Guam. This definition shall not include a person whose sole occupation is to drive a tour bus or other tour vehicles.
- Definition shall not include a person whose sole occupation is to drive a tour bus or other tour vehicle, but who does not actually engage in any of the activities described above. However, this definition shall include a person driving a tour vehicle on a conducted tour if the person is the only non-tourist on the vehicle.
- The Legislature further finds that existing laws governing the conduct and the actions of the tour guides are inadequate and imperfect. Accordingly, regulatory agencies are not capable of satisfactorily enforcing the law. Therefore, it is the intent of the Legislature to empower the pertinent agencies of the government with the appropriate authority to impede recurrent violations of the law by elucidating (make something clear) the language of the existing statutes regarding tour operators and tour guides.



From PL 24-106:

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Characteristics of a Tour Guide: *Conduct, & Ethics, Types (Market)*

- Tour Conductor/Operator vs. Tour Guide
- Conduct & Ethics
- Duties & Responsibilities
- Types of Markets



This module is designed to introduce you to types of tour guides, conduct and ethics. Upon successful completion of this module, you will be able to:

- Tell the difference between a tour guide versus a tour conductor/operator
- Identify duties and responsibilities.
- Explain the importance of either roles.
- Understand the importance of the guide and the conductor.
- Know the basic tasks and responsibilities of each.

Keywords to Think About

Tour Guide, Tour Conductor, patronage, professionalism, punctual, knowledgeable, engaging, observant, flexible

-- **TOUR CONDUCTOR/OPERATOR** is a group leader. He or she helps plan, organize and market a group cruise, escorted tour or other travel product.

-- **TOUR GUIDE** lead groups of visitors through points of historical, cultural or regional interest. They provide in-depth knowledge about destinations frequented by tourists, vacationers and students. Tour guides are generally trained on-the-job, but some cities also require that tour guides obtain municipal or state licensure.

Characteristics of a Tour Guide: *Conduct, & Ethics, Types (Market)*

Communication & Information Processing

Information Processing

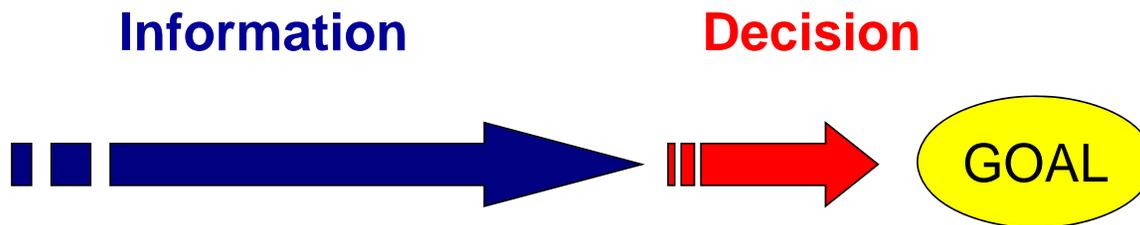
- **Western Cultures**



Western cultures spend little time analyzing information. They make decisive, time-efficient decisions. This type of decision making is effective in emergency situations.

Information Processing

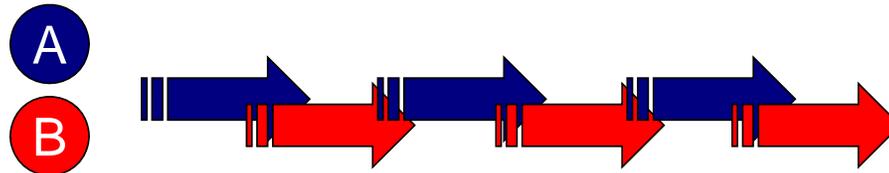
- **Eastern Cultures**



Eastern cultures take a long time to analyze the information until a consensus is reached. There usually are less errors, but the time involved is costly.

Communication

- **Western Culture**



Western conversation tends to have overlapping responses. There is a response before the information has been completely transferred from A and processed by B.

Western Communication

PROS

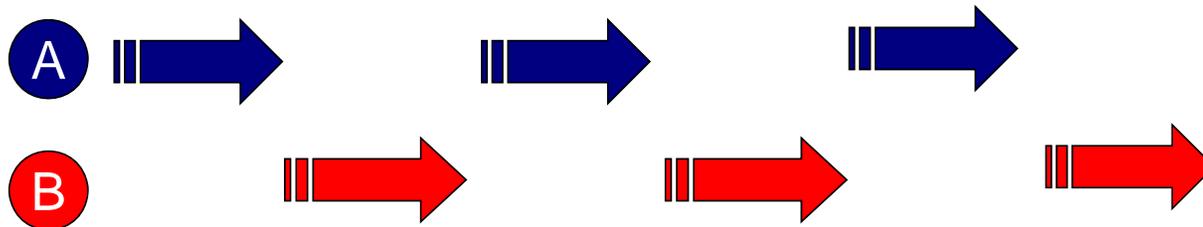
- Decisive
- Time-efficient
- Emergency situations

CONS

- Narrow-minded
- Fear of change after decision is made
- Misinformation or overlooked information

Communication

- **Eastern Cultures**



Eastern communication tends to have distinct pauses in between responses to fully process the information being transferred.

Eastern Communication

PROS

- Consistency
- Consensus; full acceptance and commitment
- Less errors

CONS

- Slow
- Costly
- Does not react to current market environment
- Competitors may take advantage

Communication Percent

- Written % of communication
- Verbal % of communication
- Non-Verbal % of communication
- TOTAL = **100** %



Characteristics of a Tour Guide: *Conduct, & Ethics, Types (Market)*

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- Act responsibly at all times and always have regard for the **personal safety of the visitor under his/her supervision or guidance**, which shall include (but not be limited to) not being under the influence of alcohol or other prohibited substances.



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Tour Guide Itineraries

- Considerations
- Interests of Parties
- Expertise of tour guides
- Available time
- Weather conditions
- Traffic Conditions
- Electronic Managing of Trips and Itineraries
- Tripit.com (planning trips)
- Flightaware.com (checking flight schedules)
- Asiaforvisitors.com (purchasing pre-set tour itineraries)



Our Tour Site Exercise

- Welcome to our fun plan for Saturday or Sunday!
- We will be doing our proficiency video for the class during this exercise.
- Exercise
- Students must visit and take photo of self at Guam's 4 most popular tour sites.



What are Guam's 4 Most Popular Tour Sites Activity?

- #1. _____
- #2. _____
- #3. _____
- #4. _____
- Discuss what makes each of these popular in class
- Take a photo of you at these sites on Saturday and e-mail to the instructor!



Proficiency Video (3 minutes)

- Visit your “favorite” site (that is not one of the four sites) AND visit a “site” you have never visited.
- Video tape yourself (at any site) giving a tour group briefing in your “tour guiding” language when taking a group of visitors to a Guam site.
- Be ready for anything that may happen (Hint: your video may be shown!)



Characteristics of a Tour Guide: *Conduct, & Ethics, Types (Market)*

- Behave honestly, politely and with integrity;
- Act with care and diligence;
- Treat others with respect and courtesy
- Comply with all applicable laws;
- Have respect for the religious beliefs of any visitor;
- Be conscientious to the individual needs of any visitor;
- Maintain acceptable personal hygiene and dress appropriately;
- Ensure that the privacy of every tourist is respected



Characteristics of a Tour Guide: *Conduct, & Ethics, Types (Market)*

Types of Markets:

- Ecotourism – Responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education.
- Adventure – Outdoor leisure activity that generally takes place in an unusual, exotic, remote or wilderness setting, sometimes involving some form of unconventional means of transportation and tending to be associated with low or high levels of physical activity.
- Heritage – Traveling to experience the places, artifacts and activities that authentically represent the stories and people of the past and present. It includes cultural, historic, and natural resources.
- What does Guam offer?



Characteristics of a Tour Guide

A great tour guide...

1. Acts professionally
2. Helps visitors learn
3. Understandable/Engaging
4. Punctual
5. Friendly
6. Knowledgeable
7. Interactive
8. Funny
9. Observant
10. Good Narrative Pacing
11. Flexible
12. Provides accurate information
13. Continues to learn & improve



A GREAT tour guide...

1. **Acts professionally:** A tour generally takes place in a relaxed environment. However, as a tour guide, you are still selling a professional service and should act accordingly. It is important to act professionally in order to establish authority and credibility with your audience. Also, small but important details such as being punctual, greeting tourists warmly, dressing well, and being courteous and attentive, helps you build a connection with your audience.
2. **Helps visitors learn:** Benjamin Franklin said, “Tell me and I forget, teach me and I may remember, involve me and I learn”, it is crucial to engage your audience and facilitate their learning. Simply informing them of the facts is boring. Encourage conversation, demonstrate enthusiasm, ask questions, answer questions, and identify any tools that may help your guests learn better. For example, that tool could be a visual aid such as a photo, a take-away pamphlet with information about the site or an email after the tour listing everything the visitor saw or ate on the tour.
3. **Understandable/Engaging:** Ideally, your tour guide should speak a range of languages, including your own, as well as the local language. They should also speak clearly, loudly and with confidence. Depending on the type of tour, you might be asked to wear earphones or use other types of audio equipment.



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4. **Punctual:** Your tour leader should be waiting for you when you arrive, rather than the other way around. Ideally, they should also ensure that other tour members arrive and depart on time, and don't cause delays for the group as a whole.
5. **Friendly:** A relaxed and friendly manner is key to a great tour guide. They also need to have a certain level of authority, and be able to keep tour members together and focused without coming across as intimidating, superior or arrogant – not a good look in a tour guide.
6. **Knowledgeable:** A good tour guide has an in-depth knowledge of the site, its history and importance. A great tour guide has a passion for their subject and can convey their enthusiasm to the group. Such passion can be contagious and inspiring, and make the site really come alive. Being able to convey a sense of the overall cultural background is also important, as it can greatly enhance each tour member's overall understanding of the site as a whole.
7. **Interactive:** Effective tour guides also invite questions and interaction from tour members, rather than treating the tour as a one-person show or a 'be quiet and listen' school lesson.



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- 8. Funny:** A certain level of friendly humor is essential. Equally, a good tour guide also knows when to include a little quiet time, and when to let the site speak for itself.
- 9. Observant:** The tour needs to be relevant to a broad range of people, including different age groups. A good tour leader also needs to be aware of tour members with special needs.
- 10. Good narrative pacing:** Whether the speed of the narrative or the pace of a walking tour, it should be neither too fast nor too slow....it should be just right!
- 11. Flexible:** When appropriate, a flexible approach can make the difference between a good and a great tour guide. Being flexible means being open to serendipity, taking a moment to enjoy spontaneous moments like a particularly perfect sunset.



Characteristics of a Tour Guide

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3. Understandable/Engaging	10. Good Narrative Pacing
4. Punctual	11. Flexible
5. Friendly	12. Provides accurate information
6. Knowledgeable	13. Continues to learn & improve
7. Interactive	



12. Provides accurate information: Although it can be tempting when faced with a question you may not know the answer to, a good tour guide **never makes up facts**. It is vital to relay accurate information to your guests. If you do not know an answer to a question, point the guests to a resource which will help them attain the answer, or better yet, make note of the question and request their contact information so you can supply them with an answer after conducting research. This will help you raise your credibility, provide great customer service, and at the same time, allow you to acquire new knowledge yourself.

13. Continues to learn & improve: A good tour guide should continuously work on fine-tuning the tour to make it an exceptional one. You can identify the areas that require improvement by paying attention to what guests enjoy the most and the least about the tour, by asking your guests some questions & answering theirs, and by encouraging guest feedback at the end of a tour. These practical steps can help you realize what further steps you need to take in order to enhance your tour.



Transportation/Tour Operators/Operations

Transportation/Tour Operators:

- What do they do?
- Duties and Responsibilities?
- Why are they important?
- Basic Tasks & Responsibilities?
- Questions & Responses



This module is designed to introduce you to the position of Transportation Operators/Tour Operators and the general description of the tasks, duties and responsibilities of the Transportation Operators/Tour Operators. Upon successful completion of this module, you will be able to:

- Describe the main job of a Transportation/Tour Operators:.
- Identify duties and responsibilities.
- Importance of a Transportation/Tour Operators role.
- Understand the importance of the Transportation/Tour Operators.
- Basic tasks and responsibilities of the Transportation/Tour Operators.
- Determine questions and responses that a Transportation/Tour Operators should know.

Keywords to Think About

Transportation Arm, Destinations, Tours, Licensed, Safe, Knowledgeable, Language Aid, Reservations, Schedule, Friendly



Transportation/Tour Operators/Operations

- Individuals whose main jobs include organizing and providing transportation to guests to go to tourist destinations.
- Destinations could include recreational locations, entertainment, retail or lodging. Usually they provide transportation to and from hotels or resorts to restaurants, entertainment or activities.
- Can be independent tour companies, part of a larger tour organization or they may be the transportation arm of a business that provides food, activities, entertainment or shopping.
- Vehicles can range from sedans to small passenger vans and up to large commercial size buses.



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Transportation/Tour Operators/Operations

- May not only book the transportation, but also may book the activity, event or venue for the customer.
- Tours could include: cultural tours, war site tours, day tours, eco-tours and adventure tours.
- Transportation/tour operators also may provide just the transportation to destinations, including fishing trips, golf courses, shopping and entertainment venues.



-- Depending on the business, transportation/tour operators may not only book the transportation, but also may book the activity, event or venue for the customer.

-- The tours could include: cultural tours, war site tours, day tours, eco-tours and adventure tours. In many instances, transportation operators and/or tour operators may provide the transportation to destinations, including fishing trips, golf courses, shopping and entertainment venues.



Transportation/Tour Operators/Operations

- Small transportation/tour operators may provide day-to-day management of the operation, as well as their own public relations and marketing, strategic development and service planning and people management.
- Transportation of paying passengers requires special licenses for the drivers and if you are a tour guide you must also be licensed in Guam.
- Safe transportation of customers is a critical concern for transportation/tour operators.



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Transportation/Tour Operators/Operations

- Crossing the roads in Guam on foot going to and from transportation is tricky for most tourists who come from countries where cars drive on the opposite side of the road from Guam.
- This means that tourists may be looking the wrong way for ongoing vehicles!
- Other safety issues include helping passengers getting on and off the vehicle as well as understanding and addressing customers about unsafe practices while vehicles are moving, including standing and drinking in the vehicles.



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Transportation/Tour Operators/Operations

- Transportation/tour operators need to have knowledge of the sites and activities that tourists would find fun and educational.
- Many tourists would like to see a culture that differs from their own culture, traditions, rituals and customs.
- There are many locations on Guam that offer a variety of sights and services that tourists from other countries would find interesting!
- They also need to know interesting facts about sights along the roadways on the way to attraction stops.
- The busiest times for transportation/tour operators are during the peak seasons.



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Transportation/Tour Operators/Operations

- Most tours are pre-scheduled and most require reservations so that the transportation/tour operator can ensure that the customer has a seat on the vehicle.
- There are certain locations that will require reservations, such as restaurants and golf courses; others may be open to the public, such as historical sites, parks and retail shops.
- Customers and guests are looking to have fun and be entertained. They have come to Guam for a positive, friendly, and fun experience.



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Transportation/Tour Operators/Operations

- Transportation/tour operators are expected to be friendly, fun and knowledgeable about the history of Guam and the local region, as well as traditions, rituals, customs and activities.
- For many guests, this is the first time they have left their country and everything is new and different to them.
- Transportation/tour operators must be able to manage this experience and expectation by being knowledgeable and informed about destinations.
- They also need to monitor the time per each location to remain on schedule, as they may pick up customers at different locations and they need to stay on a schedule.



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Transportation/Tour Operators/Operations

- Vehicles must be kept in good shape and maintained. Maintenance is important to vehicle safety.
- Transportation/tour operators need to be trained in basics of vehicle repair and what to do should a vehicle break down while being operated on a tour.
- Customers trust the information that is given them by transportation/tour operators and that these tourism professionals will provide a fun and entertaining experience on the way to and from their destinations and during the tour!



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Service, Safety & Security:
Needs, Expectations, Emergencies & HS

Guests Services Approach...

- Håfa Adai Spirit
- Comparing expectations and service profiles
- Emergencies
- Security for Guests
- Guam law: “unwelcome” services



This module is designed to introduce you to approach and attitude for success as a Tour Guide for a Transportation/Tour Operator. Upon successful completion of this module, you will be able to

1. Describe what approach guests are expecting from Transportation/Tour Operators on Guam.
2. Identify the “Hafa Adai” approach and understand the importance of the spirit.
3. List the customer service “profile” of the home country of most guests and know the service that customers get in their home country
4. Explain the importance of understanding the expectations of guests how these requirements must be incorporated into their service for guests.
5. Reacting to emergencies
6. Importance of Security
7. Unwelcome services: *touting, hand-billing, panhandling*

Keywords to Think About...

Approach, Honor, Efficient, Quick, Smile, Straight, Pace, “Hafa Adai” spirit, Warmth, hand-billing, touting, panhandling



Service, Safety & Security: Needs, Expectations, Emergencies & HS

Guests Services Approach...

- “Localizing” to the **Håfa Adai** Spirit...*A feeling of trust and comfort with a sense of welcoming!*
- A Guam Ambassador *with a smile*
- Expectations of service are greater because customers are pickier!
- Unwelcome services (approach): *hand-billing, touting, panhandling*



-- The “**Hafa Ada**” spirit not only is warm and friendly, it should include a feeling of trust and comfort with the transportation/tour operator services. Visitors should feel a **sense of welcoming** starting with the moment their airplane lands on Guam.

-- Customers should be focusing on having a delightful and fun experience on Guam learning and experiencing all the wonderful opportunities to explore new and exciting places on a tropical island!

-- Yesterday’s luxuries became today’s necessities. Customers have become pickier!

-- Tourists come to Guam to experience the warmth of our island people and enjoy the natural beauty that Guam has to offer. This experience can be diminished by disturbances from individuals who see tourists as an easy target to solicit for personal gain (such as panhandlers) and business gain (hand billers and touting) Guam has enacted laws that are meant to improve the experience of the tourist while on Guam. These laws address the issues of hand billing, panhandling and touting.

-- What is hand billing? A handbill is a small printed advertisement given out to many people by hand and advertising a product or services offered by a business. Touting is attempting to sell (something), by pestering people in an aggressive or bold manner. Panhandling involves solicitation of donations in an inappropriate and intimidating manner.



Service, Safety & Security: Homeland Security

Be Informed...



- U.S. Customs and Border Protection (CBP)
- <http://www.cbp.gov/travel/international-visitors>
- Local CBP agents protect the island from the importing of pests that may have no enemies and become a huge problem for the Island and the farmers. They also protect the luxury brand names and local sales and jobs by confiscating fake goods and accessories. During the year 2014, CBP agents nationwide confiscated \$3.4 million worth of products with Intellectual Property Rights violations.



-- It's important that tourists feel a sense of safety and security from the time they arrive at the airport until the time that they board the airplane. A variety of government organizations, both federal and local, play roles in that safety.

-- Guam falls under the United States Customs and Border Patrol (CBP). What role does the CBP play in the lives of our tourists and returning residents? They are responsible for keeping the US and Guam's borders, citizens, residents and tourists safe. They are also the last stop before individuals exit the customs area into the arrival area of the airport.

-- Their job is to ensure that items that are not allowed into the United States are found and confiscated. Those items would include pests, certain plants and animal products, as well as illegal drugs and illicit currency. They also check for products with Intellectual right violations.

-- Individuals entering the country are supposed to declare certain materials and products on their entry documents. The CBP officers review the documents and may ask our visitors to step aside for a more thorough search of their bags.

 **Service, Safety & Security:**
Visitor Safety Officer (VSO)

- A local program focused on tourist safety and security was funded and launched in 2014.
- The Visitor Safety Officer (VSO) program augments the Guam Police Department in Tumon.
- Funded by Tourist Attraction Funds and safety officers are easily recognized by their bright shirts.
- To provide security as well as concierge services for the public.



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-- The CBP are charged with the security of Guam's borders.

-- The VSO's are responsible for assisting our visitors in Tumon.

-- Although each organization has different specific roles and functions, both have a dedicated local staff of individuals play key roles in our tourism industry of keeping tourists and our natural resources safe and secure!



Guam Information Links

- Guam's Official Portal: <http://www.guam.gov/>
- GovGuam Directory: http://www.guam.gov/index.php?pg=gov_guam_directory
- Mayor's Council of Guam: <http://mcog.guam.gov/>
- Guam Visitors Bureau (GVB): <http://www.visitguam.com/>
- Guam Hotel & Restaurant Association: <http://www.ghra.org/>
- Inetnon Gefpago: <http://www.inetnongefpago.com/>
- Guam Historic Resources Division: <http://historicguam.org/>
- Guam Preservation Trust: <http://guampreservationtrust.com/>
- The Encyclopedia of Guam: <http://www.guampedia.com/>
- Guam Reef Life: <http://www.guamreeflife.com/>
- Living National Treasures (Guam): <http://lntreasures.com/guam.html>
- Flora of Guam: <http://www.herbarium.hawaii.edu/efloras/guam/index.php>

