

Resume of Fred R. Schumann, PhD

ACADEMIC PREPARATION:

Ph.D. in Asia Pacific Studies, Graduate School of Asia Pacific Studies, Ritsumeikan Asia Pacific University, Beppu, Japan, 2006.

M.A. in Asian Studies, Asian Studies Graduate Program, University of Oregon, Eugene, Oregon, U.S.A., 1990.

B.A. in History, Western State College of Colorado, Gunnison, Colorado, U.S.A., 1981.

WebTycho Certification, University of Maryland University College, Adelphi, Maryland, U.S.A., 2006.
Certified to teach online using UMUC's proprietary course management software.

COURSES TAUGHT

University of Guam:

BA 150	Introduction to Hospitality
BA 241	Human Resources Management
BA 251	Guam's Tourism Product
BA 252	International Tourism
BA 341	International Business
BA 350	Hotel Management
BA 352	Food & Beverage Management
BA 450	Tourism Research and Market Development
BA 451	Tourism/Hotel Internship
BA 460	International Marketing
BA 490	Special Projects, Tourism Research
BA 453	Tourism Policy, Planning, and Development
BA 611	Strategic Marketing Management
BA 710	Advanced Topics in International Business (Dec. 2010)
HI 371	History of East Asia to 1600
HI 474	History of Modern Japan

University of Maryland University College:

ASTD 150 Introduction to Asian Studies

PUBLICATIONS

Schumann, Fred R. (2017) *Changing Trends in Japan's Employment and Leisure Activities: Implications for Tourism Marketing*. Singapore: Springer International Publications.

Schumann, Fred R. (2016) "One Village One Product (OVOP) Strategy and Workforce Development: Lessons for Small Islands and Rural Communities," *Pacific Asia Inquiry*, Volume 7, Number 1, Fall 2016.

Schumann, Fred R. (2016) "Micronesia, Tourism," *Encyclopedia of Tourism*, ed. by Jafar Jafari and Honggen Xiao, Springer International Publishing Switzerland.

- Schumann, Fred R. (2016) "Strategic Workforce Planning Needed for Guam's Tourism Market," Business Labor Trend, March 2016, Number 492, Japan Institute for Labour Policy and Training. ISSN: 1348-785X.
- Schumann, Fred R. (2015) "The Marketing of International Sports Events to Local Small Island Hosts: A Guam Case Study," Journal of Hospitality & Tourism, Volume 13, Number 1, 2015.
- Schumann, Fred R., G. Rojas, M.C. Ruane, A.T. Santos, D. Mendiola-Hertslet, E.M. Agahan, and R. Pleadwell (2015) A Guidebook to Producing and Marketing Value-Added Products in Guam. Hagatna: The Bookpatch Publications. ISBN-10: 1633188183, ISBN-13: 9781633188181.
- Asamizu, Munehiko, F.R. Schumann, and A. Chakraborty (2015) "Rural Tourism for Local Revitalization in Yamaguchi Prefecture." In The Yamaguchi-Keizaigaku Zasshi, Yamaguchi Journal of Economics, Business Administrations & Laws, Vol. 63, No. 6, March 2015.
- Schumann, Fred R. (2014) "The Marketing of International Sports Events to Local Small Island Hosts: A Guam Case Study," Refereed proceedings of Annual Tokyo Business Research Conference 15 -16 December 2014, Waseda University, Tokyo, Japan, ISBN: 978-1-922069-67-2.
- Schumann, Fred R. (2014) "Revitalizing Micronesia's Capital City Of Hagåtña: Creating Historic Corridors." In L. Marques and G. Richards (Eds.), Creative Districts Around The World (pp. 191-196). Breda: NHTV Breda University.
- Schumann, Fred R., Baldyga, M., Pangelinan, K., & Denight, N. (Eds.). (2014) Tourism 2020. Tumon, Guam: Guam Visitors Bureau.
- Schumann, Fred. R., Rojas, Gena, & Ruane, M.C.M. (2014) "Survey of Current and Past Village-Level Production on Guam," PCEI Technical Report, Issue 20, May 2014, Pacific Center for Economic Initiatives, University of Guam.
- Rojas, Gena, F.R. Schumann, & Ruane M.C. M. (2014) "Guam Farmer Survey: February-April 2014," PCEI Technical Report, Issue 21, May 2014, Pacific Center for Economic Initiatives, University of Guam.
- Schumann, Fred R. and Li, Ning (2014) "Monitoring Perceptions of Hotel Guest Satisfaction by Source Market," South Asian Journal of Tourism and Heritage, Vol. 7, Number 1, January 2014.
- Schumann, Fred R. (2013) "Packaging Enduring Experiences: The Marketing of International Marathon Tours in Japan," Journal of East Asian Studies, Number 11, March 2013. ISSN 1347-9415.
- Ruane, Maria Claret M. and Schumann, Fred R. (2013) "Downtown Hagatna Revitalization: Survey Results and Relevant Economic Development Strategies," Asia Pacific Business & Economic Perspectives, Volume 1, No. 1, Summer 2013, Journal of the Asia Pacific Business & Economics Research Society.
- Li, Ning and Schumann, Fred R. (2013) "The One Village One Product (OVOP) Model and Economic Development on Guam," Journal of Economics and Economic Education Research, Volume 14, Number 3, 2013.

- Schumann, Fred R. (2012) "Stories Connecting Islanders: A History of Guam and Chichijima Links," 1st Marianas History Conference: One Archipelago, Many Stories, June 14-16, 2012, Saipan, CNMI. Guampedia.com, Volume 5 of 7, Late Colonial History. Electronic version at: [http://guampedia.com/marianas-history-conference/ - toc-late-colonial-history](http://guampedia.com/marianas-history-conference/-toc-late-colonial-history)
- Schumann, Fred R. (2012) "The Online Marketing of Japanese Overseas Weddings on Guam," International Journal of Hospitality and Tourism Systems, Volume 5, Number 2, December 2012.
- Ruane, Maria Claret M. and Schumann, Fred R. (2012) "Downtown Hagatna Revitalization: Survey Results," PCEI Technical Report, Issue 16, August 2012, Pacific Center for Economic Initiatives, University of Guam.
- Schumann, Fred R. (2012) "Tourism and the Military Build-up on Guam: Adapting to Change," Asia Pacific World, Volume 3, Number 2, Autumn 2012: 54–65.
- Schumann, Fred R. and Peru, S. (2011) "Gloanne's Store: Survival of a Mini-Store," Journal of the International Academy for Case Studies (JIACS) – Volume 18, Special Issue, Numbers 1 and 2, 2012.
- Schumann, Fred R. and Nguyen, L. (2011) "Challenges of a Chinese Restaurant in a Small Community: Yummy Tummy Restaurant's Struggle to Survive," Journal of the International Academy for Case Studies (JIACS) - Volume 18, Special Issue, Numbers 1 and 2, 2012.
- Aguon, R., Hoya, B., Pangelinan, K., Quidachay, J., Schumann, F. (2011) Heritage Tourism Planning Guidebook: Methods for Implementing Heritage Tourism Programs in Downtown Hagatna, Guam. Mangilao: Diggypod.com.
- Schumann, Fred R. and Obusan, J. (2010) "Diana's Floral Studio: A New Marketing Arrangement," Journal of the International Academy for Case Studies (JIACS) - Special Issue, 2010.
- Schumann, Fred R. (2010) "Historical Ties and Cultural Connections between Guam and Chichijima: Implications for Tourism," Journal of International Business Research (JIBR) – 2010.
- Schumann, Fred R. (2010) "Tourism and the Military Buildup on Guam: Adapting to Change," Paper presented at Okinawa International Research Symposium on Military Bases and Tourism. Meio University at Nago City, Okinawa, Japan.
- Schumann, Fred R. (2010) "Micronesian Islands: Adapting to Change," Book Chapter in Demography and Tourism, ed. by Ian Yeoman, Cathy Hsu, Karen Smith, Sandra Watson, Oxford: Goodfellow Publishers.
- Schumann, Fred R. and Asamizu, M. eds. (2010), Global Tourism (International Tourism Textbook), Tokyo: Kumpul Publishing.
- Schumann, Fred R. (2010) "Overall Guest Satisfaction versus Satisfaction from Varying Source Markets: A Guam Case Study," Book Chapter in Global Tourism, Tokyo: Kumpul Publishing.
- Schumann, Fred R. and Amado, C. (2010) "Japanese Overseas Weddings in Guam: A Case Study of Guam's First Hotel Wedding Chapel," South Asian Journal of Tourism and Heritage (2010), Vol. 3, No. 1

- Schumann, Fred R. (2009) "Globalization in Japan and the Myth of Efficiency," *Journal of Hospitality & Tourism*, Volume 7, Number 2, 2009.
- Schumann, Fred R. (2008), "Monitoring Perceptions of Hotel Guest Satisfaction by Source Market: A Guam Case Study," Conference paper for presentation at the Third International Conference on Services Management, Penn State, University Park, Pennsylvania, May 2008.
- Schumann, Fred R. (2007), "Changing Trends in Japanese Overseas Travel: Implications for Destination Guam," Book chapter in *Japan's Globalization* by Munehiko Asamizu, Tokyo: Kumpul Publishing Co.
- Schumann, Fred R. (2007), "Perceptions of Guest Satisfaction by Market: A Guam Case Study," *Journal of Asia Pacific Tourism and Hospitality*, Volume 1, 2007.
- Schumann, Fred R. (2006), "Changing Trends in Japanese Overseas Travel: Implications for Guam as a Resort Destination," *Ritsumeikan Journal of Asia Pacific Studies*, Volume 21, December 2006.
- Schumann, Fred R. (1990) *The Changing Profile of the Japanese Visitor on Guam: Reflections of a Changing Society*. University of Oregon, 1990.
- Numerous business articles published in *Duty Free News International*, *Pacific Daily News* and *Guam Business News*.

PRESENTATIONS

- Schumann, Fred R. (2016) "Guam OVOP and International Tourism," Presented to Kozu High School (Osaka) students at the University of Guam, October 12 and 13, 2016, and to Sendai Nika High School students, November 21 and 22, 2016.
- Schumann, Fred R. (2016) "Stories Connecting Places," Presented to Akita Prefectural University students at the University of Guam, September 7, 2016, Mangilao, Guam.
- Schumann, Fred R. (2016) "Balanced Development and Capacity-Building Strategies for Small Island Communities: Lessons Learned from OVOP Cases," Presented at the 2016 Center for Island Sustainability Conference, April 13-14, 2016, Tumon, Guam.
- Schumann, Fred R. (2016) "A Study of One Village One Product (OVOP) and Workforce Development: Lessons for Engaging Rural Communities around the World," Presented at the Japan Institute for Labour Policy and Training, March 17, 2016, Tokyo, Japan.
- Schumann, Fred R. (2015) "International Tourism and the Experience Economy," Presented to Akita Prefectural University students at the University of Guam, September 17, 2015, Mangilao, Guam.
- Schumann, Fred R. (2015) "Guam Enterprise Initiative: One Village One Product," Presented at Guam OVOP Unveiling Event, University of Guam, August 21, 2015, Mangilao, Guam.

- Schumann, Fred R. (2015) "Summary of Ecotourism Activities on Guam," Presented as Guam Delegate at Blue Days Ecotourism Conference hosted by SPREP and the French Polynesian government, June 1-6, 2015, Papeete, French Polynesia.
- Schumann, Fred R. (2015) "The Experience Economy and Tourism in Micronesia," Presented as Invited Speaker at the Marianas Tourism Education Council (MTEC) Tourism Summit, January 23, 2015, Saipan, CNMI.
- Schumann, Fred R. (2015) "International Tourism and Global Education on Guam," Presented as Invited Speaker at Yamaguchi University Tourism Seminar, January 14, 2015, Yamaguchi, Japan.
- Schumann, Fred R. & Okada, D. (2014) "Global Learning at the University of Guam," Presented at University of Guam Faculty Development Day, February 21, 2014, Tumon, Guam.
- Schumann, Fred R. (2014) "The Marketing of International Sports Events to Local Small Island Hosts: A Guam Case Study," Presented at Annual Tokyo Business Research Conference 15 -16 December 2014, Waseda University, Tokyo, Japan.
- Schumann, Fred R., Enriquez, A.B., Santos, A.T., Mendiola-Hertslet, D. (2014) "Small Island Sustainability via the Implementation of the One Village One Product Strategy," Presented at the 2014 Center for Island Sustainability Conference, April 15-16, 2014, Tumon, Guam.
- Schumann, Fred R. (2014) "Guam International Marathon Product Differentiation," Presented at The Rotary Club of Tumon Bay Membership Meeting, April 1, 2014, Tumon, Guam.
- Schumann, Fred R. (2014) "Guam's Enterprise Initiative: Laying the Groundwork for One Village One Product for the Benefit of Residents and Tourists," Presented at the 2nd Biennial Conference on Sustainable Business, Energy and Development in Asia (COSA 2014), March 17th – 19th, 2014, KKR Hotel, Hiroshima, Japan.
- Schumann, Fred R. (2013) "Economic Impact of Guam's Sports Tourism Events," Presented at the Guam Visitors Bureau (GVB) General Membership Meeting, September 27, 2013, Tumon, Guam.
- Schumann, Fred R. (2013) "Packaging Memorable Experiences: Attracting Japanese Marathoners to Overseas Events," Presented at the 5th Asian Congress of Health Psychology (ACHP 2013), Daejeon Convention Center, August 22-24, 2013, Daejeon, South Korea.
- Schumann, Fred R. (2013) "Stories Connecting Islanders: A History of Guam and Chichijima Links," Presented at 14th Graduate School of East Asian Studies Academic Lecture, Yamaguchi University, January 10, 2013, Yamaguchi, Japan.
- Schumann, Fred R. (2012) "Improving Performance in Retail: Focusing on People, Product, and Process," Presented at Agana Shopping Center, November 30, 2012.
- Schumann, Fred R. (2012) "Stories Connecting Islanders: A History of Guam and Chichijima Links," Presented at 1st Marianas History Conference: One Archipelago, Many Stories, June 14-16, 2012, Saipan, CNMI.

- Schumann, Fred R. (2012) "The Online Marketing of Japanese Overseas Weddings on Guam," Presented at Asian Studies Development Program, 18th Annual Conference, March 29-31, 2012, Crowne Plaza Hotel - Seattle, WA.
- Schumann, Fred R. (2012) "Tourism Matters: Preparing for Tomorrow's Tourists," Presented at the Tourism Education Council's Annual Youth Summit, Father Duenas Phoenix Center, Mangilao, Guam, January 25-26, 2012.
- Schumann, Fred R. (2011) "Culture and Perceptions in Hotel Guest Satisfaction: A Guam Intercultural Study," Presented at the Eleventh Annual Society for Intercultural Education, Training and Research (SIETAR) Conference at Westin Tabor Center, Denver, Colorado, April 13-16, 2011.
- Schumann, Fred R. (2011) "Tourism: What's In It For You," Marianas Tourism Education Council: Annual Youth Summit. Saipan, CNMI, October 27, 2011.
- Schumann, Fred R. (2010) "Monitoring Perceptions of Hotel Guest Satisfaction By Source Market, A Guam Study," Presented at the Guam International Forum on Accounting, Economics, Business and Government at Westin Resort, Guam, October 22, 2010.
- Schumann, Fred R. and Law, Wai K. (2010) "Military Buildup and Island Tourism Sustainability," University of Guam Conference on Island Sustainability, September 2-3, 2010.
- Schumann, Fred R. and Peterson, John (2010) "War Games: Okinawa, Guam, and Heritage Preservation," Tourism Education Council (TEC) Lecture Series, June 2010.
- Schumann, Fred R. and Peterson, John (2010) "Past and Present Okinawa, Guam, and Heritage Preservation," Rotary Club of Guam Presentation, June 2010.
- Schumann, Fred R. (2010) "Tourism and the Military Buildup on Guam: Adapting to Change," Presented by invitation at Okinawa International Research Symposium on Military Bases and Tourism. Meio University at Nago City, Okinawa, Japan.
- Schumann, Fred R. (2010) "Historical Ties and Cultural Connections between Guam and Chichijima: Implications for Tourism," Presented at the International Conference on Business, Economics and Information Technology (ICBEIT) in Seoul, Korea, March 2010.
- Schumann, Fred R. (2009) Panel member for Research Symposium "Global Resources Management: Cultural Factors in Global Collaboration," University of Guam, March 2009.
- Schumann, Fred R. (2008) "Monitoring Perceptions of Hotel Guest Satisfaction by Source Market: A Guam Case Study," Presentation for the Guam Tourism Education Council (TEC) Forum Series. January 2008.
- Schumann, Fred R. (2007) "Reflections of a Changing Japanese Society: Trends in Japanese Overseas Travel," First and final presentation in the Guam Tourism Education Council (TEC) Forum Series. January and July 2007.
- Schumann, Fred R. (2007) "Tourism and the Future of Guam," Presentation at the Guam Tourism Education Council (TEC) High School Forum, January 2007.

COMMUNITY INVOLVEMENT

- Currently serving as a member of the Guam Hotel and Restaurant Association (GHRA) Human Resources and Education Committee meetings to assist with efforts of Guam's professionals to improve the skills level of the industry's workforce. This includes needs assessment the development and training of the hotel and restaurant industry workforce (2009 to present).
- Currently serve on the Guam Visitors Bureau Research Committee (2010 to present).
- Currently serve on the Guam Sports Events, Inc. (NPO) Board of Directors (2014 to present).
- Currently serve on the Guam Tourism Academy (NPO) Board of Directors (2014 to present).
- Currently serve as Board Member for the Tourism Education Council and assisted with the organization of the Annual Youth Summit for Elementary, Middle, and High School students (2010 to present).
- Currently serve as Instructional Delivery Resource for the Tourism Education Council (TEC) and assisted with fundraising efforts for the TEC (2006 to present).
- Currently serve as a member of the organizing committee of Ada's Trust Inc., Bank of Guam, Docomo Pacific, and UOG Center for Island Sustainability Tourism Contest.
- Presented on the topic, "Tourism: What's in it for you?" at the 2011 Marianas Tourism Education Council's Youth Summit in Saipan.
- Served on the Guam Visitors Bureau Sports Tourism Committee (2009 to 2010).
- Contributor for the 2011 Guam Comprehensive Economic Development Strategy (CEDS), which was completed through the work of university, community, and government collaboration.
- Contributor for the First Hawaiian Bank's Economic Forecast, 2009-2101, 2010-2011, 2011-2012, 2012-2013, 2013-2014, 2014-2015 Guam and CNMI Edition.
- Currently serve as a member of the Hagatna Revitalization Project team under the Pacific Center for Economic Initiatives.
- Presented at the Department of Chamorro Affairs/Guam Museum Foundation's Conference, "Heritage Institute Networking...Directing Natural History and Cultural Heritage in Economic Development. Presentation topic was on University of Guam students' involvement in heritage tourism projects, such as the Heritage Tourism Planning Guidebook written by the BA490 class.
- Continue advisement with representatives of Chamorro cultural group, Pa'a TaoTao Tano'. Discussion and brainstorming session held on the economic feasibility and logistics of a sustainable cultural show/crafts demonstration in strategic Hagatna locations that are popular with visitors. Discussions are still ongoing with follow up to take place after further talks with tour company representatives (2011 to present).
- Volunteer speaker at Rotary Club of Guam.
- Assist in organization of the Guam International Marathon, 2013 – 2014.
- Active in the placement of current students and graduates in public and private sector organizations in positions ranging from part-time temporary, to full-time regular positions.
- Contributor to Guam Visitors Bureau Guam Tourism 2020 Plan, which identifies core objectives for Guam's tourism industry from 2013 to 2020.
- Team member for the Guam Enterprise Initiative: One Village One Product (OVOP) Model of Heritage Tourism, Food and Agriculture Trade (2013-2015)

RESEARCH SKILLS:

- Developed and utilized customized database programs
- Survey and evaluation research techniques

LANGUAGES:

- Fluent in English and Japanese (Reading and Writing)
- Spanish (2-year level)

PROFESSIONAL EXPERIENCE:

January 2013 to Present

ASSOCIATE PROFESSOR—UNIVERSITY OF GUAM

January 2008 to December 2012

ASSISTANT PROFESSOR—UNIVERSITY OF GUAM

June 2007 to Present

ADJUNCT ASSISTANT PROFESSOR—UNIVERSITY OF MARYLAND UNIVERSITY COLLEGE, ASIA DIVISION.

December 2006 to 2009

DIRECTOR OF HUMAN RESOURCES / DIRECTOR OF SALES & MARKETING, PACIFIC ISLANDS CLUB -- GUAM.

July 2004 to April 2006

HUMAN RESOURCES CONSULTANT—TOKYO AMERICAN CLUB.

May 2004 to April 2006

CORPORATE EDUCATION—TEMPLE UNIVERSITY JAPAN.

September 2001 to July 2003

MANAGING DIRECTOR—TANOTA HOTELS LLC.

August 1998 to September 2001

GENERAL DIRECTOR—ASIA PACIFIC REGION, THE ATHLETE'S FOOT GROUP, INC.

August 1994 to August 1998

DIRECTOR OF HUMAN RESOURCES, PACIFIC ISLANDS CLUB -- GUAM.

March 1994 to August 1994

HUMAN RESOURCES/ TRAINING CONSULTANT, SCHUMANN CONSULTING SERVICES.

July 1991 to January 1994

DIRECTOR OF TRAINING, DFS GUAM.

September 1990 to July 1991

ASSISTANT HUMAN RESOURCES MANAGER, DFS GUAM.

September 1989 to August 1990

GRADUATE TEACHING FELLOW (East Asian LANGUAGES & LITERATURE), UNIVERSITY OF OREGON.

July 1986 to September 1989

EMPLOYMENT MANAGER, DFS GUAM.

June 1985 to July 1986

EMPLOYMENT SUPERVISOR, DFS GUAM.

September 1984 to June 1985

LANGUAGE TRAINER, DFS GUAM.

January 1983 to June 1984

SALES ASSOCIATE, THE ATHLETES FOOT (GUAM).

August 1982 to June 1984

HISTORY/JAPANESE/CIVICS INSTRUCTOR, ACADEMY OF OUR LADY OF GUAM.

February 1982 to August 1982

SALES SUPERVISOR, DFS GUAM.

PERSONAL DATA

Born August 9, 1959 in Yokohama, Japan

U. S. Citizen

Health - Excellent

Marital Status - Married

ORGANIZATIONS

Guam Visitors Bureau, Research Committee

Tourism Education Council, Board Member

Guam Sports Events, Inc., Non-Profit Board Member

Guam International Marathon, Organizing Committee Member

Guam One Village One Product, Project Director

Hagatna Revitalization Project Team Member

Society For Human Resources Management

Guam Hotel & Restaurant Association

Guam Hotel School Advisory Council

Guam Community College Advisory Council

PATA Micronesia

Guam Running Club

Guam Track & Field Association

Member, 1987 World Cup Marathon Team

Team Official, 1987 World Championship Athletics Team

Member, 1988 Guam Olympic Marathon Team

Member, 1993 World Championships Athletics Team

Team Official, 1995 World Championships Athletics Team

President, GTFA, 2001 – 2004

INTERESTS

Athletics, Reading, Writing, Travel, Computers

SPECIAL SKILLS

Business Training/ Consulting in multicultural organizations

Expert use of both Macintosh and PC hardware systems

Software experience with all major spreadsheet, word processing, and database programs

REFERENCES

Available upon request