

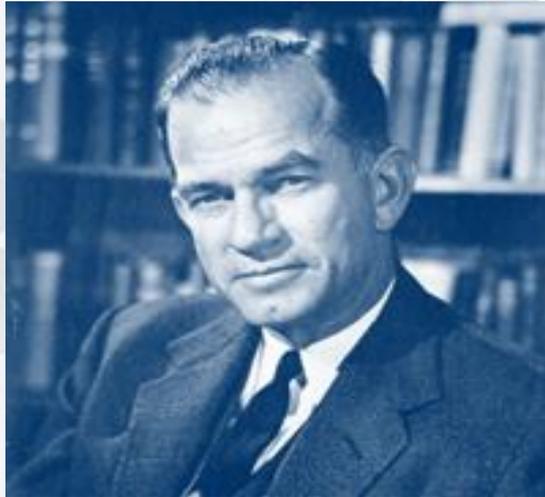
FULBRIGHT



A M B A S S A D O R



Senator J. William Fulbright (1905-1995)



“International education exchange is the most significant current project designed to continue the process of humanizing mankind to the point, we would hope, that nations can learn to live in peace.”

- **Established 1946**
- **Sends U.S. academics and professionals overseas and brings scholars and professionals from abroad to the U.S.**
- **Sponsored by U.S. Department of State’s Bureau of Educational and Cultural Affairs**
- **Administered by the Institute of International Education’s Council for International Exchange of Scholars (CIES)**



Sponsored by the U.S. Department of State,
Bureau of Educational and Cultural Affairs

INSTITUTE OF
INTERNATIONAL
EDUCATION

 CIES
Council for International
Exchange of Scholars

What Will Be Covered

- **Why I *applied* for a Fulbright Scholar grant**
- **What I *did* on my Fulbright Scholar grant**
- ***Impact* of a Fulbright Scholar grant**
 - **Personally**
 - **Professionally**
- **Fulbright Scholar opportunities**





Stephen W. Litvin

Professor, Hospitality & Tourism Management

School of Business
College of Charleston
Charleston, SC



Canada, 2008-2009

Award: Business, Trade and
Finance: University of Guelph
Research Chair in Sustainable
Commerce

Host: College of Business and
Economics, University of
Guelph, Ontario

Project Title: Understanding the
Sustainability of Mature
Vacation Destinations



Why I Chose to Apply

- **Professional Development:** Opportunity to work with new colleagues, conduct new research, and develop and enhance relationships, both personally and for my institution.
- **Exposure to Different Culture and People:** Opportunity to conduct intense and extensive research in a place and with researchers beyond my normal sphere.
- **Make a Difference:** Opportunity to contribute to the host community, while learning best practices to apply within my own community.
- **Prestige:** Recognition of my scholarship, and the gratification of being recognized as a contributor to my field deserving of such a competitive and prestigious award.
- **Rewarding Sabbatical Experience:** Fulbright provided an opportunity for a rich and gratifying sabbatical experience that would bring prestige, both personally and to my university.





My Project: Destination Maturation and Community Tourism Management

Research

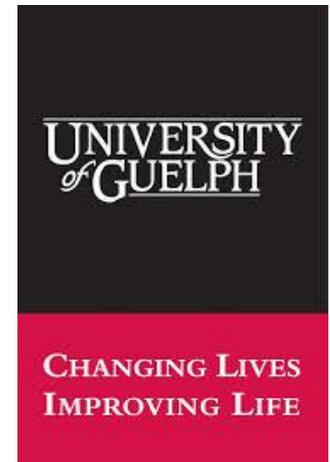
- I live in Charleston, a highly acclaimed tourist destination which is wrestling with the question of ‘when enough is enough;’ the title of a 1976 article by George Doxey that was based upon tourism development issues in Niagara-on-the-Lake, Ontario.
- My research project at the University of Guelph focused on an exploration of the question how NOTL’s tourism had grown ten-fold since Doxey had completed his study, yet the city remained, contrary to Doxey’s warnings, a vibrant and attractive tourism destination and a quality place to live.
- The findings of my research have been valuable to NOTL, and I have been able to apply much of what I have learned to aid the City of Charleston with tourism issues facing the city. It has also led to publications on the issue of tourism development.
- The Fulbright opened doors in NOTL, provided the luxury of time to deeply explore issues of interest and importance and added credibility to my findings.



My Project: Destination Maturation and Community Tourism Management

Teaching

- My Fulbright grant was research only. I was asked to teach a course by the sponsoring Chair, which I agreed to do.
- I found the teaching experience to have tremendous benefits. Teaching a course allowed me:
 - To consider concepts I normally teach in a different environment, providing greater appreciation.
 - To get to know the UG students and have a somewhat different classroom experience than I have at home.
 - It allowed me to become a more integral part of the UG faculty, a great help in developing relationships, which remain important to me today.
 - It gave me an occasional break from research!









Visit **Steve Litvin's** [Ambassador Page](#)



Personal Impact

- A fabulous learning and growth experience, learning a new place while working with impressive and supportive colleagues.
- Three exceptionally rewarding post-award years serving on future Fulbright Award selection committees.
- The satisfaction of having been awarded this honor, for which I am intensely grateful.
- The excitement of looking forward to my next sabbatical, and hopefully a chance to explore a new part of the world through a second Fulbright award.



Professional Impact

- Invited Presentations
 - University of Guelph
 - Wilfrid Laurier University
 - University of Waterloo
 - College of Charleston
- Invited Paper
- Journal of Vacation Marketing
- “Apocalypse Not: A Commentary on Destination Maturation Models”

“For months I had looked forward to the luxury of unencumbered time to complete backlogged research. I expected my work to progress quickly given the lack of conflicting demands during the normal course of any semester. Instead, I found myself, not having to force my research into small compartmentalized blocks of time, thinking about issues I had not expected to explore. The following commentary on destination maturation models reflects a stroll down such an unintended path.”





Professional Impact

- City of Charleston appointments:
 - Peninsula Advisory Commission (Mayor Riley)
 - Responsible Hospitality Committee (Police Chief Mullen)
 - Tourism Management Plan Advisory Committee (City Council)



Council for International Exchange of Scholars (CIES)

U.S. SCHOLAR Programs offer U.S. faculty, administrators and professionals grants to lecture, conduct research in a wide variety of academic and professional fields, or to participate in seminars.

NON-U.S. SCHOLAR Programs support the research and teaching of scholars visiting colleges and universities in the United States. These programs offer joint collaborative opportunities with U.S. Scholars.

Opportunities for U.S. INSTITUTIONS allow campuses to host Fulbright Visiting Scholars and professionals from abroad to lecture at U.S. colleges and universities.

www.cies.org



Other Fulbright Programs

Fulbright U.S. Student Program: For recent graduates, postgraduate candidates up through dissertation level and developing professionals and artists to study and research abroad

Fulbright Teacher Exchange Programs: Principally for primary- and secondary- level educators

Fulbright-Hays Awards: For faculty research, group projects and seminars abroad in certain social sciences and humanities fields

Learn more about IIE programs:

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